

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXX.

NEW YORK, FEBRUARY 9, 1910.

No. 6.



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From the
Philadelphia
Trust
North
American,
Jan. 18th,
describing
Poor
Richard
Club
Banquet

which received his app...ing bow.
"Relation of advertising to salesmanship," was the subject of the speech of Hugh Chalmers of Detroit, and, after declaring that Philadelphia is the greatest center of the advertising and publishing business, he said:
"Philadelphia also has the biggest advertising agency in the world. I recently was looking into the agency problem and asked eight or ten leading agents to give me the name of the second-best agency in the country. Without exception they named a Philadelphia house, and our account is now placed by Ayer & Son.
"Advertising is the greatest single power for the distribution of goods. In fact, I think it is the greatest single power in the business world, for the greatest problem of the business world is the problem of distribution."
Other speakers at the banquet were

Wm. Ayer & Son

New York

Philadelphia

Boston

Wisconsin Incomes Exceed the Average

Wisconsin offers the best field for business in the United States.

Over 50 per cent of the state is devoted to farming.

The farmers are prosperous. Their income is some \$300 greater than the average income for all classes throughout the United States.

Steadily *increasing* prosperity has opened their purse strings.

All these and many other conditions combine to make Wisconsin responsive to the manufacturers of good merchandise.

But there is one other factor quite as important. Wisconsin is the easiest state to cover.

THE Wisconsin Agriculturist Reaches Every Sixth Home

No other state in the Union can be covered with *newspaper thoroughness by a single medium.*

The Wisconsin Agriculturist goes to 60,000 of the most prosperous farmers every week—the best one out of every three in the state—one-sixth of all its homes.

Out of 1,241 post-offices in Wisconsin, the Wisconsin Agriculturist reaches 1,191—over 96 per cent.

Where else throughout this country can you find such a combination—the people with the money and the mind to buy and the medium to reach them!

Is it any wonder the Wisconsin Agriculturist leads in the sale of all lines from shoes to automobiles?

Ask for the proof.

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.
Eastern Representatives,
41 Park Row, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXX.

NEW YORK, FEBRUARY 9, 1910.

No. 6.

THE INJUSTICE OF PROPOSED MAGAZINE POSTAL INCREASE.

BIGGEST PUBLISHER IN WORLD TELLS HOW PRESENT MAGAZINE RATE IS NOT RESPONSIBLE FOR DEFICIT—PRESENT BUSINESS BUILT ON LOW RATE—IMPRATICABILITY OF SUGGESTION TO TAX ADVERTISING.

By *Cyrus H. K. Curtis*

President, Curtis Publishing Company; and President, Periodical Publishers' Association.

The magazine publishers protest most emphatically against the injustice of increasing second-class postage on their publications alone. The post-office officials will not ask for an increase on the postage rate for the daily newspaper nor the country weekly, and for very obvious reasons; neither is there any basis for so doing. The reason given for leaving them alone at one cent a pound is very easily disproved. The motive for an additional tax on the magazines alone seems to be apparent, and the magazines will not stand for any such injustice.

Periodical publishers would not object to a slight increase in second-class rates if it were at all necessary, but when second-class mail matter decreased eighteen million pounds in 1908 and the expense of the post-office department increased eighteen million dollars, it is absurd on the face of such a statement as this to say that the magazines and periodicals are responsible for a seventeen-million-dollar deficit.

To call the second-class rate a subsidy to publishers is also absurd. Whatever benefits have been

derived from the low rate of postage have from the first been given to the public, and any increase in the expense of postage will have to be charged to the subscriber. The business of the magazine publisher has been based on the present low rate of postage for twenty-five years. He has given all the benefit to the public. If the present rate is raised the public will have to stand the difference.

The proposition to tax the advertising sections of our publications is unworkable and out of the question, and it would not seriously be considered by postmasters or the officials of the post-office department if they could have a voice in the matter.

The alleged deficit in the post-office could be easily wiped out by methods that have constantly been urged on the department for years past, and they are too numerous to mention in this letter. But we most vigorously protest against being made the scapegoat.

If we are to have an additional tax, the daily papers and the country press must share in it; and on this we insist. The short haul for the daily press and country newspaper has nothing whatever to do with the expense of handling, which, as figured from the post-office department's own records, proves that the long haul on the magazines costs the department less than the short hauls on other publications.

The above, written especially for **PRINTERS' INK** by Mr. Curtis, is admirably supplemented by a forceful editorial in his paper, the *Saturday Evening Post*, of Feb-

ruary 5th, from which the following paragraphs are quoted:

To-day all the leading magazines and the more intelligent newspapers are carefully scrutinizing the character of their advertising matter and guaranteeing the reliability of the advertisers whom they admit to their columns. And this is an increasingly potent force in raising business standards. The dishonest, the tricky, the lying merchants cannot get their wares before the great audience of the leading magazines. Square-dealing merchants benefit proportionately. Yet it is proposed to penalize these merchants.

There is nothing abstruse about this advertising proposition, nothing difficult to prove. Look through this number of *The Saturday Evening Post*, or pick up any reputable magazine, and analyze the advertising carefully. Here is an association of growers in Hawaii, advertising canned pineapple. In the old days they would have had to work slowly and painfully through jobber and retailer, interesting one merchant and one consumer at a time. To-day they can bring their goods to the attention of almost every consumer in the country and overnight a quick demand springs up, making for the immediate expansion of a great industry. Here is a small independent cigar-maker. Under old conditions a trust might have kept him out of business. To-day he can secure in any magazine just as choice a corner, passed by as many consumers every minute, as the greatest trust in the world, and so a small independent business is safe and thriving. A city takes two pages to present its advantages as a manufacturing center. Result: eighteen factories—which it would have taken years to secure in the ordinary course—locate there, and a whole community is benefited. A great railroad system runs through the wilderness, a small town is surrounded by fertile but unsettled prairies. Both advertise, and settlers pour in on every train to make new homes. The settlement

of the Northwest, the development of the Western apple country, have been pushed forward ten years by judicious advertising. The enormous expansion of the automobile industry is undoubtedly due to the fact that these manufacturers, who are selling something that appeals to progressive minds, are progressive enough to use the most progressive of all methods of salesmanship—advertising.

There is no use multiplying examples. They are at your hand. The thing argues itself. Imagine for one moment your daily newspaper without the drygoods store and local advertisements; imagine your magazines without the mass of time-saving and money-saving information called advertising, and the consuming public forced to return to the old, slow, wasteful methods. It is stepping back into a world without telephones and trolleys. That will give you some slight idea of what a vital factor in your lives is this advertising matter which it is proposed to tax. The merchant and the manufacturer do not have to imagine; they know just what advertising means to the life and prosperity of business. And the Postmaster-General ought to know not only these things, but also just how much the advertiser does to swell that big profit on the first-class mail. Does he know that from one page in *The Ladies' Home Journal* an advertiser received thirty-one thousand answers and sent thirty-one thousand replies, all at the first-class rate? Does he know that one advertiser, in a four-months' campaign, has created 310,000 letters in reply; that another advertiser spent \$433,242 in a year in first, third and fourth class mail, and that in the same period he received over 4,000,000 answers to magazine advertisements?

These are but a few examples; they might be multiplied indefinitely.

Frank Presbrey, of the Frank Presbrey Company, has been elected president of the Society of the Genesee of New York.



DEPARTMENT OF THE INTERIOR
UNITED STATES INDIAN SERVICE

Omaha Agency, Macy, Nebraska.
December 1, 1909.

THE SATURDAY EVENING POST,
PHILADELPHIA, PA.

Gentlemen :

It may be of interest to the *Post* to receive the enclosed photo post card, taken at the Omaha Indian Agency. The subject of the photo is Mary Tyndall Mitchell, official interpreter to the commission, composed of Messrs. McGonihie, Pollock and Marble, selected by the government to determine the competency of the Omaha Indians to receive the patents for their land. This woman is a full blood Omaha, a well educated example, having spent two years at Carlisle, Pa., two years at Elizabeth, New Jersey, and a similar time at the Lincoln Institute, Philadelphia. Therefore it is not surprising that during an idle moment she was only too glad to peruse a copy of *THE SATURDAY EVENING POST*, in which attitude she was found by the last named member of the commission, abroad with his camera.

Fraternally yours,

H. P. MARBLE,

*Member of Omaha Commission and
Editor Humboldt (Neb.) Leader.*

THE LARKIN PREMIUM PLAN OF SELLING.

ENORMOUS VOLUME OF SELLING AND MANUFACTURING DONE BY THIS CONCERN—FIFTY ACRES OF FLOOR SPACE—STRICTLY SQUARE DEALING, THE PRINCIPLE OF SUCCESS—THE PREMIUM PLAN AS A SELLING METHOD.

Without a doubt, the Larkin Company, of Buffalo, is the best example to date of the successful use of the premium system. At the same time, there is probably no business which guards its secrets more zealously and about which so little is known, than this concern. It is a wonderful establishment. Some one has said of the head of it that he is the wealthiest man about whom the general public is practically without information.

When it is stated that the Larkin Company has its own glass factory in New Orleans, where it annually makes a million ounce bottles for its own consumption only, some idea may be had of the immensity of the business. Of the other ramifications of the business, no man outside the firm probably knows a fractional part. As a matter of fact, there is scarcely a city or section of country in the United States where property is not owned and interests are not being developed by it. It sells so much laundry soap alone that it requires two monster vats, eighty feet in diameter and four stories tall, to produce the forty carloads of output weekly. It has been estimated that the Larkin Company does one-twentieth of the coffee business of this country.

And all this vast business was worked up by an intricate premium system, so that to-day it requires a force of some 1,800 clerks and three special auto mail-wagons to handle the monster volume of orders and inquiries. Three hundred and sixty-five days a year the concern's own printing presses are kept busy printing the vast amount of catalogues, form letters and other business literature which is

used. There are fifty acres of floor space in the Buffalo plant alone.

Perhaps no better illustration of the success of the Larkin premium system can be had than in the great number of obvious imitators which it has.

The Larkin premium proposition is absolutely fair and square. There are no catches, no fakes. As a result, it holds its customers, once it gets them. Established in 1875, it was about ten years thereafter before the Larkin Company adopted the premium plan, with its added advantage of selling directly to the consumer instead of through an intricate maze of middlemen. Buying in great quantities and selling direct in equally great quantities, the seemingly impossible has been accomplished. To ten dollars' worth of products, this concern has been able to add a premium which in the regular retail market, available to the consumer, would cost another ten dollars.

The Larkin products include spices, toilet articles, teas, coffees, and all household necessities. The Larkin premiums include everything from a chiffonier to a suit of clothes, shoes, silverware, or clocks, and all of real value, too. As a result, Larkin is probably a household word throughout the United States.

The Larkin "club-of-ten" idea has proved a valuable factor. The plan is to induce women to organize clubs of ten members, each of whom subscribes \$1 a month for ten months and each of whom receives in rotation each month a ten-dollar premium. The company has women to-day who keep as many as thirty-five clubs of this order going continually and send in about \$6,000 annually. They have absolute faith in every Larkin assertion. If some of them were advised to get a divorce by a letter written on Larkin stationery, it would be "dollars to doughnuts" that they would at once take the preliminary steps.

A great many people have tried to analyze the Larkin method of setting forth the premium propo-

The Philadelphia "Bulletin"

the greatest Single Force

in the Development of Philadelphia Advertising

Local advertisers know that "The Bulletin" is Philadelphia's daily shopping guide; many general advertisers recognize that through the employment of its columns they can reach more Philadelphia families and at a lower cost per thousand than through any other medium.

Net paid average for year

249,811 copies
a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

The force of "The Evening Bulletin," however, does not lie alone in the numerical strength of its circulation, superior as that is, but in the liking Philadelphians have for it—a preferential attitude which makes it the great family newspaper of Philadelphia.

Manufacturers desirous of having their goods used in most Philadelphia and nearby homes and by the people who reside therein can readily accomplish this through the Philadelphia "Bulletin."

William L. McLean, Publisher

Chicago Office:
J. E. VERREE,
Heyworth Building.

New York Office:
DAN. A. CARROLL,
Tribune Building.

sition so successfully. The secret, it is asserted by those who know, really consists in common, everyday business truthfulness and honesty, evidence in every product, every premium, and every piece of advertising copy. The Larkin premium proposition is set forth in the simplest possible words. There is a story to tell in every ad and its appeal is made just as strong and convincing as it is possible to make it. Everything is fully described. There are no turns or twists. Every price is fully stated. It is through and through a "square deal."

The copy reproduced herewith is typical. It contains one phrase which has come to be almost a Larkin trade-mark, appearing in every advertisement: "30 Days' Free Trial—Send No Money." Some of the headings which have been used with great success many times in Larkin ads are: "Furnish Your Home Without Cost"; "Save All Cost Which Adds No Value"; "We Eliminate the Middleman's Profits and Give Them to You in Additional Value."

An advertising man, who was long connected with the big Larkin establishment at Buffalo, has the following to say upon the general subject of premiums, based upon his experience:

"There is probably nothing in the advertising of to-day that makes a greater appeal to the vast majority of readers than the premium proposition. The apparent fact of receiving more than they are really paying for strikes a responsive chord with every buyer.

"And it is in this very human nature appeal that lies the far-reaching importance of the premium as a basis for advertising. It suggests the bargain element. No more is necessary to secure the attention of the woman reader.

"The man, however, scorns to allow himself to be influenced by this bargain appeal. Whether this scorn is natural or assumed need not be discussed. The fact remains that the majority of the

prominent premium successes have directed their copy at women.

"The premium may be given for missionary advertising work, for selling goods to others, for the straight purchase, or for a thousand and one other sales-building schemes,—but if the proposition is right the premium may invariably be depended upon to pull it through.

FURNISHINGS GIVEN TO YOU

OF ALL KINDS
With Your Purchases of Household-Supplies




You can furnish your home, completely and elegantly in this way, without a cent of extra expense. The selection given to you represents what you actually save on your purchases by dealing direct with us, the manufacturers.

We Offer Only The Highest Quality

The effect throughout here, are first examples of some of our best quality products. *Illustrations of the quality of our goods.* The selection given to you represents what you actually save on your purchases by dealing direct with us, the manufacturers.

You Get Twice as Much For Your Money

By LARKIN

Factory-to-Family Dealing

Start in the explanation—when you buy goods in the quantities shown here, you get twice as much for your money. You get the goods at the factory price, and we give you all the savings, more and more of the substantial advantages and smaller risks, of economy, are included in the prices you pay when you buy at a great store.

30 Days' Free Trial—Send No Money

We will give you 30 days' worth of household supplies, your selection, and your money back. If you are not satisfied, we will refund your money. If you are satisfied, we will give you 30 days' worth of household supplies, your selection, and your money back.

Get Our Big Catalog—It Is FREE

It is a booklet of opportunity, money-saving. It is a booklet of opportunity, money-saving. It is a booklet of opportunity, money-saving.

Larkin Co.
Buffalo, N. Y.

SEND FOR THE CATALOG

Name _____
Address _____
City _____ State _____

"Over 40 per cent of the magazine advertising of to-day touches either directly or indirectly on the premium idea. It may be only a handsome catalogue, or a two-cent sample of talcum powder, but the principle is there,—the something-for-nothing that plays to the reader as you might play the sparkling blue and gold fly to the trout in midstream.

"For prominent premium successes we do not have to go farther than the magazine field itself. *Collier's* and its book-premium scheme for circulation is well known. The *Youth's Companion* relies almost entirely on premiums for bringing in subscriptions. A number of women's publications owe a great part of their circulation to the premium, among them being *Every Woman's*, *McCall's*, *Modern Priscilla*, *To-day's*.

The Christian Herald

has absorbed the Home Herald of Chicago. To those who do not realize what this means in the matter of added circulation, attention is directed to the following statement issued by the

ASSOCIATION OF AMERICAN ADVERTISERS

1128-1129 PARK ROW BUILDING
NEW YORK

EXAMINERS' REPORT

on the *Home Herald* (weekly), Chicago, Ill.

From February 1st, 1909, to July 31st, 1909

Examined September 2nd, 1909

Mail Subscribers, 157,287	Advertisers and Agents, 250
(Figures net)	Exchanges, - - - 100
Total paid, 157,287	Total unpaid, 350
Total average output, paid and unpaid, 157,637	

A. N. DRAKE, Chairman
J. M. CAMPBELL,
EMERY MAPES,
F. M. SQUIER,
W. HARDHAM,

Committee on Circulations.

Dated, New York, September 1, 1909.

The guaranteed circulation of the Christian Herald for 1910 is "far in excess of 300,000."

Rate, \$1.50 per line beginning March 17th, 1910.

Present rate of \$1.25 per line will hold good up to November 1st, 1910, if insertions are started in March 30th issue, closing March 16th, or any previous issue.

OTTO KOENIG

Advertising Manager
Bible House, New York

"In circulation work the premium generally confines its success to one or two strong-pulling lines. For instance, practically every magazine for women has found silverware and jewelry to far surpass other offers. A publication such as *Collier's* has proved the merit of art prints and books.

"But the premium successes of all the magazines combined dwindle very small when compared with certain manufacturing development.

"And as the premium idea is far from being worked out, there should hardly be any line which could not in some way further its development by this appeal to our human desire for a bargain."

P. O. DEPARTMENT ISSUES BOOK ON MAIL TRANSPORTATION COST.

In response to the insistent request of publishers since the proposal to increase second-class rates, the Post-Office Department has just issued a booklet giving its figures of transportation and handling cost of all classes of mail.

The very first table in the book, giving revenues, shows a second-class revenue of \$6,950,506.75. Another table, showing apportionment of expenditures to each class of mail, shows a table of total weight of second-class mail transported of 778,907,471 pounds. Obviously, there is a miscalculation somewhere, for money for only 695,050,675 pounds was paid. The Canada total is figured in, which averages four and five cents a pound, and the rest must obviously be other matter not paid for at the pound rate.

This difference, evident from the department's own tables, makes a variance of about eleven per cent from the figures given and would make the percentage of second-class mail expense not sixty-three per cent of total, as President Taft claimed, nor 52.00 per cent, as this Department book claims (why is there a difference between Mr. Taft's and the Department's figures?), but actually about forty-six per cent.

The railroad transportation for second-class matter is charged at \$23,457,352.03, and first-class mail only \$7,556,463.47. Congressional franking expense is given as \$256,751.54, and Department free matter penalty is given as \$2,191,241.60. Under the item "other transportation" than railroad is given an expenditure of \$6,049,025.63—an expenditure for trolley, etc., which the magazines naturally do not use.

In the matter of second-class equipment expense, also, the burden placed upon second-class matter seems excessive. In no magazine office is second class equipment estimated so high as the

Department estimates. It is quite unfair to charge the heavy expense of rural free delivery to second-class mail. The percentage of magazine second-class mail in rural free delivery is extremely small, and an unfair tax is unquestionably laid upon magazines if they are asked to pay this expense.

The entire second-class cost, in a larger light, is increased by the natural institutionalism of Government service which pays larger salaries and conducts less rigid economies than private enterprise would. This is quite proper, but the general educational benefits of all second-class matter should not be cramped because of it.

MUNSEY'S "SATURDAY BARGAIN RATE."

Another Frank A. Munsey new idea is going into practice on at least one of his newspapers, the *Philadelphia Times*. A special rate has been made for Saturday advertising. This is the day when business is usually dull on most dailies.

Says Mr. Munsey:

"It is a brand-new idea, and is intended for a brand-new purpose—solely to afford the small shop, or the distinctive concern, an opportunity to get its story before the public. The public is just as anxious to know about many unpretentious shops and people as the shops and people are anxious that they should be known.

"A newspaper can help the manicurist, the shoe repairer, the man who makes picture frames and she who trims hats. It can help the little house as well as those with special services to sell. It ought to do it if it is to live up to its claims of being servient to all the people. The *Times* carried nearly fifty different ads on its Bargain Day plan. Think of it—a half hundred different businesses, few, if any, heretofore in the public eye as newspaper advertisers. Every big merchant has bargain days, on which he sells his wares at a lower price than on other days. We are merchants in advertising space, quite as much merchants in this respect as the dealer in cotton cloths, shoes, groceries, or other commodities. Being merchants, then, in this special line, it is perhaps as good business for us to have a bargain day as for any other merchant in any line of business."

A SUGGESTION.

NEW YORK, N. Y., January 17, 1910.
Editor of PRINTERS' INK:

I have been reading your very interesting articles on imaginary ads. It has occurred to me that ladies' neckwear might make a profitable subject for you. I would like to read something in PRINTERS' INK along that line.

H. C. PRICE.

The Fort Worth *Star-Telegram* held a big annual banquet for its employees, the first of its kind in the State, December 31st.



HERE is always one by which the rest are measured. In the magazine world, that one has always been and is to-day THE CENTURY. Ask writers where their best productions are first offered; ask editors which magazine they would rather conduct; ask public men where articles carry most influence; ask artists where they would prefer to be represented; ask the public what magazine is the first choice among people of real influence, and the answer to each question is the same:

THE CENTURY.

WHEN ADVERTISING COMPETITION IS DESIRABLE AND UNDESIRABLE.

WHENEVER EDUCATIONAL WORK IS TO BE DONE COMPETITORS ARE OF MUTUAL BENEFIT—STAPLES AND ESTABLISHED GOODS MUST SPLIT UP TRADE AND THEREFORE ARE NATURALLY ANTAGONISTIC TO COMPETITION.

By Stuart Benson.

Manager, Advertising Department, R. Wallace & Sons Manufacturing Company (Silversmiths).

It has been wisely said that one may be quite as lonely (or more so) in a crowd as in the midst of a desert. And the reverse is just as true—it all depends on temperament and personal taste. If one man asked me whether he was right in wishing to be the only advertiser of his commodity in the magazines, and another bespoke my acquiescence in his contrary belief, I should say, smilingly to one, and with an equally pleasant countenance to the other, "You are both right."

How could I act otherwise? If one man wants to live alone, let him do it; he has his own reasons—if another wants to get married, let him do it; he has his own reasons. A certain temperament is satisfied with the unobtrusive companionship of pipe and book—he gets in a rut, becomes mediocre, a faddist, a hobby rider, because he has no complement. Even an antagonistic complement is not to be despised, as may be instanced by the marrying nature. Such a one lives in a state of constant domestic competition—his individuality grows, broadens—he can't allow it to become stale, he can't permit himself to get in a rut, or he would find himself a nonentity, a drug on the domestic market. He may not enjoy the even trend of semi-somnolent ease that is the portion of the celibate, but—his high lights are as much higher as his low lights are lower, and the latter may be practically eliminated by a co-operation of the competitive interests.

It all depends on the point of view, upon the individual case.

If I were a soap manufacturer, I should long for celibacy. Everybody uses soap—at least it is difficult to find any one who admits that he doesn't—and co-operative advertising of various brands does not materially increase the use of soap as soap. Therefore, to be the proprietor of the only advertised saponaceous trade-mark might be considered an enviable position. In such a case I think even such an advertisement as Colgate's, of the young man ("gent," I mean) who wishes he had another face to shave, might sell soap. Of course, I myself might hesitate at baring this poor young person's affliction to the public—if such publicity could help the lad it might be different, but nobody can change his face, and— But this is an unnecessary digression.

On the other hand, were I a manufacturer of aeroplanes, I should welcome the advent of other floaters, balloon, or dirigible. I should seek out those competitors and exert my eloquence toward convincing them of the advisability of forming a pool for the advertising of the generic airship. Individual brands be blown until we had driven the Darius Green fiasco from the public's memory, and instilled into that same public a realization of the delights and the practicability of skimming. When that was accomplished I should wave goodbye to my competitors and start in on an advertising flier for my own little monoplane—and I should expect and hope my competitors would individually and severally follow suit.

No wonder that pneumatic cleaner man wanted a host of advertisers in his line. The great big public is not going to loose that broom handle at the first whisper of a pneumatic pump. It has got to be convinced—prejudice, precedent, incredulity, all have to be driven out. And is one man going to accomplish this as expeditiously as two, or three, or more? No—let in as many as you can—work for the pneumatic theory first and your own machine second—and success will be ap-

portioned in proportion to how good copy you can write and how good a machine you can make, as compared with your competitors. And, then, there's the glory of the fight. Don't ignore that.

The entire development of the automobile business is along these lines. Automobilia would have by no means reached the widespread popularity it now enjoys if but one motor car manufacturer had had the field to himself. But just consider any one of the big magazines, and note page after page of automobile advertising. The poor public simply can't get away from the automobile question. It sees pretty pictures, exciting delineations of speed tests, luxurious demonstrations of limousine ease. No wonder houses are mortgaged, and credit stretched to its utmost for the gratification of this mad motoring desire. At the present time, any man that can advertise rather generously and can make an any-way decent machine is able to sell practically his whole output at the beginning of the year. It will not

be long, however, before only the fittest strikingly survive, and then let the automobile manufacturer as a class follow the few automobile manufacturers who as individuals are even now wisely building for the future by common-sense publicity.

POSTAL INCREASE.

An enthusiastic meeting of the allied printing trades was the result of a call sent out by the Ben Franklin Club, Chicago, to protest against a proposed increase in the rate of postage on second-class mail matter. Resolutions were adopted emphatically protesting against the measure, insisting that it would wipe out 50 per cent of the printing industry of the United States, and eventually paralyze many other industries associated with printing. Copies will be forwarded to President Taft, Postmaster-General Hitchcock and the members of both houses of Congress.

A new crusade against billboards is that of the Civics Club, at Trenton, N. J. The particular objection to them in this instance is that they afford hiding places. It is urged that all billboards in open lots be raised at least two feet from the ground, as is done in many cities.

A Typical Letter

"I have just read your current number from beginning to end—the first time I have done so with any magazine for years. I send at once my subscription for the next twelve months, cancelling another periodical in its favor."

This letter from a lawyer in the far west is one of thousands of the same kind which show what readers think of

The Metropolitan Magazine

THE ADVERTISING VALUE OF FAMOUS NAMES.

YALE PAPER OBJECTS TO USE OF "YALE" AS TRADE-MARK FOR EVERYTHING FROM PANTS TO BEER—ALUMNUS REPLIES—THE YALE LOCK AND ITS FAME.

Many a business man and advertising promoter has been baffled when starting a new industry in coming to a conclusive decision upon a name for the prospective product. Many have been sorely tempted to appropriate proper names already well fixed in the public mind—names of cities, sections, sects, heroes in history, universities, and many more.

The prestige which the George Washington Pants Company has over the less striking Acme Pants Company is something to be considered. There are those who tell us that a moral consideration of great moment is involved in such appropriations of names.

Not many weeks ago the *Yale Alumni Weekly*, for instance, became so aroused upon this subject that it came out with a stirring editorial, which should be of enough interest to advertising men to warrant it being quoted in full, as follows:

"The Springfield *Republican* recently published a small item upon which turned a large question. It reported that five New York men, surnamed Kronick, Roshkoff, Weinstein, Schenckman, and Salupsky, had applied for incorporation as 'The Yale Irving Club,' ostensibly to hold debates and hear lectures. Justice Bischoff, of the Supreme Court, 'wanted to know whether any of the men were Yale graduates, and, learning that none of them were, denied the application.' Says the *Republican*: 'There is no copyright on the name "Yale," but perhaps his honor took action to be commended.' There is a very decided assurance that Justice Bischoff did 'take action to be commended,' not to put it in stronger terms. If there is any one thing that is unfair to a university with an established reputation, it is to appropriate its reputation for a business or educational trade-mark. Every large university suffers from this kind of thing. Harvard has its beer brewers, its suspender makers, its 'pant pressers,' its celluloid collar manufacturers, its ash cart service—all masquerading under the reverend name of John Harvard. Yale, in only one city telephone directory—that of New York—has its

'Yale Pants Company,' 'Yale Suspender Company,' 'Yale Waist Company,' 'Yale Dental Company,' 'Yale Laundry Company.' Elsewhere bottling works, brewing companies, business colleges, first-aid veterinary remedy manufacturers, ice-cream makers, ice dealers, iron workers, and wood deliverers, appear under Elihu's family name. Is it not manifestly unfair to a university that has no dental or business college or wood-splitting yard attached to it, to find that these names (which the future might develop) have been appropriated by private institutions? Hard-earned pre-eminence, whether of a university or an individual, invites the appropriation of such benefits as it may have in the public mind. Unfortunately the law does not protect men and institutions in this particular. There are Taft belts, and Roosevelt pop-guns, and Dewey cigars, and Harvard beers and Yale 'pants.' Now and then protest against the practice is sufficient. But not always, unfortunately. Wherever graduates can help to limit the use of the name of their university to its proper and only authorized sphere, they will do a great service to their institution."

Whether this view of the situation is a representative one, or whether it is the general collegiate opinion that this sort of publicity is unjustified and should not be countenanced, advertising men ought to know. If collegians are determining that it is their duty to their university to limit the latter's name "to its proper and authorized sphere," then it may not be wise to arouse the antipathy of a considerable body of readers every time he uses the name "Yale," "Princeton," "Harvard," etc., in an advertising way.

That the above is not the universal collegiate view of the matter is shown by a strong answer which the *Yale Alumni Weekly* received as a result of its editorial, and published. A New York alumnus has this to say:

"I have before me your recent editorial entitled: 'Appropriating University Prestige.' Your readers may at once suspect that I have an interest in some business bearing the name of old Eli Yale. Let me assure them to the contrary. But, still, I cannot say I am wholly in accord with you in censuring the use of the word 'Yale' as a business appellation. 'If there is anything that is unfair to a university with an established reputation,' you say, 'it is to appropriate its reputation for a business or educational trade-mark.' Yet I fail to see wherein such a university is harmed. We cannot for a moment suspect that the buying public ever believes that the Harvard Brewing Company or the Yale Brewing Company, I believe there are such, have any official

connection with the faculty of either institution; nor, by the supremest stretch of the imagination, can we believe that any one would think that the Yale bicycle is tinkered into shape in some mechanical laboratory in Shefftown.

"On the other hand, instances may be found without number where the words 'United States,' 'American,' 'New York,' 'New Haven,' etc., are used in the official titles of business establishments. In every instance an established reputation is 'appropriated,' as you say, in a way. Yet no one kicks. We even go further than that. Even the names of our nation's undoubted heroes, 'George Washington,' 'Franklin,' and a host of others, are used in any number of business ways. And yet no zealous patriot boils over with rage in consequence.

"Schooled by our friends in the advertising business, we have come to believe that the more publicity a name is given, the better. If that is a principle applicable in one instance, is it not equally applicable in all? We can agree perfectly that the 'appropriation' of the name 'Yale' is a business aid; yet, to repeat, wherein is the university's fair reputation impaired, when the public well knows what the circumstances are? 'Imitation is the sincerest flattery.'"

Undoubtedly there are two distinct views. It is but natural that college men should feel sensitive. Almost any one, even advertising men, would probably question the moral right of a certain corporation some years ago to seize upon, and make use of, the Harvard seal. Almost any one can understand the satisfaction which Yale men have felt in the fact that their university's seal has been copyrighted and protected by law from similar commercial use. And, if the seal is sacred, why not the name, too?

There can be no doubt about the advertising value of such practices. The public may well realize, as the alumnus quoted above points out, that the university faculty has nothing whatever to do with this or that product which carries the name of a certain alma mater, yet, at the same time, in its inner sub-consciousness, the public is deceived into a half feeling that the brand is authoritative, that it has a broad recommendation of a desirable sort.

In America we have no manufacturers who are appointed purveyors "By special concession of H. M. So-and-So." But such

practices as have been treated of in this article probably approach nearest to this. Instead of laying special claim to the patronage of the aristocracy of birth, many advertisers seek to imply that they have a special claim upon a sort of aristocracy by appropriating a famous name. Whenever it can be done without offense, it is probably a very clever method of stealing a march on time, since the name which has associations and meanings has more powerful influence than a new name.

It would make an interesting analysis, by the way, to figure out whether Yale locks have gained more prestige by their association with Yale University than Yale University has gained by the wide advertising of Yale locks.

Hugh W. Montgomery has just taken the Western representation of the *Red Book Magazine*. Mr. Montgomery was for over fifteen years business manager and publisher of the *Chicago Tribune*. His connection with the *Red Book* combination goes into effect at once.

The first month of the
New Year in

Worcester MASS. The Gazette

led All three daily
papers in week-day ad-
vertising.

Compared with January,
1908, GAZETTE gained
1,247 inches.

Next nearest gain 761 inches.
" " " 393 "

Largest Evening Circulation!

Best results to Advertisers

JULIUS MATHEWS, Representative

Cost per Reply? or Cost per Sale?

A manufacturer writes us: "Results were obtained on a very moderate appropriation, and you will see that Good Housekeeping is third in cost per reply, but we find that we received **more real orders from your paper than all the rest combined.**"

Inquiries that cannot be turned into orders waste time and money. Women who answer advertisements from Good Housekeeping Magazine mean business.

There is no waste to this circulation.

Present rate, \$300 a page

GOOD HOUSEKEEPING M A G A Z I N E

The Phelps Publishing Company
New York • Springfield, Mass. • Chicago

PERSUADING DEALERS WITH CONSUMER-AD- VERTISING TO STOCK KALSOMINE.

ADAMS & ELTING COMPANY GOING INTO AN AGGRESSIVE MAGAZINE CAMPAIGN—HOW THE DEALERS ARE LINED UP—JOBBER'S, JOBBER'S SALESMEN AND RETAIL CLERKS INCLUDED IN CAMPAIGN—SENDING CONSUMERS TO DEALERS AND DECORATORS.

This is the season when the kalsomine and the paint people move in solid phalanx with their best advertising upon American housewives, who will shortly begin with their spring overhauling and, as is their custom, paint and kalsomine everything that is within reach.

As a very natural result of this eager and numerous phalanx of advertisers, dealers become the storm-centers of strategic attention. A manufacturer encounters little opposition, if he has the money, in his endeavor to persuade consumers; but where he meets his Waterloo is in securing dealers. This harassed class of distributors must decide which line of kalsomine or paint, etc., it shall push, for it can scarcely push them all nor even carry them all on its shelves. The dealer has got to do some careful figuring, so as not to overload his shelves with more stock than is necessary; yet, at the same time, if he is alive, he dare not ignore consumer demand.

It comes down, therefore, to the advertiser who can show the most convincing evidence as to price, quality and consumer-demand, so that the battleground of a new product entering the field, or an old one reviving, is right now with the dealer.

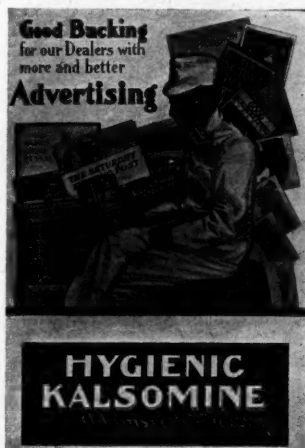
It is interesting, in view of all this, to examine the methods being adopted by one of these manufacturers and describe the means he is using to get his product pushed by the dealers already handling the goods and by others whose orders are being solicited.

The Adams & Elting Company, makers of "Hygienic Kalsomine,"

is going after the consumer and also the dealer, beginning with February, in a way that is snappy and convincing. It is using a list of magazines claimed to reach "40,000,000 readers" during February, March, April and May. This list includes the following: *Ladies' Home Journal*, *McCall's Magazine*, *House Beautiful*, *Munsey's*, *Woman's Home Companion*, *Hampton's Magazine*, *Collier's*, *Everybody's Magazine*, *Good Housekeeping*, *The Housekeeper*, *Saturday Evening Post*, *McClure's Magazine* and *Pacific Monthly*.

In addition to these is a list of trade papers as follows: *American Paint and Oil Dealer*, *Pacific Painter*, *Wall Paper and Picture Frame Trade Journal*, *Paint & Wood Finisher*, *Modern Painter*, *Painters' Magazine*, *Painter and Decorator*, *Notes*.

Simultaneously with the appearance of the very first general advertising, there has been issued a



COVER OF DEALER'S FOLDER.

particularly good specimen of the "dealer's flash sheet" of which so many poor ones are frequently gotten up by advertisers. This one is called "Good Backing" and has a particularly effective cover lay-out, as herewith reproduced. It is printed in multi-color on

glazed paper and contains eighteen large-sized pages. It is being sent to jobbers and dealers, both live and prospective. The latter receiving a return post-card.

All of the series of ads to be run—quarter-pages, pages and half-pages—are reproduced in full size, giving magazine and month of appearance of each ad. together with strong selling talk on each page. The double spread is taken up with pictures of famous buildings, such as the La Salle Hotel and the Art Institute, Chicago, etc., in which "Hygienic Kalsomine" is used, giving the classes of buildings which use kalsomine and thereby suggesting possible business for retailers.

The rest of the book is taken up in showing store selling helps, newspaper electros, etc. Store hangers, retail booklets, facsimiles of cartons, painter "cut-outs," color strips for window trimming, sample boards, etc., are shown.

The entire double-page spread is taken to argue for the value of handling the entire "Ad-el-ite" line of goods which include everything from floor wax to enamels and house paint. Information is given of special dealers' propositions calculated to enable dealers to stock the Kalsomine with a small investment and suggestions whereby depleted stocks can be conveniently sorted up through local jobbing houses and shipped with other goods to save excessive freight. The "assortments" range in price from twenty-five to one hundred dollars, with advertising helps included. Knock-down-and-set-up window display racks are also shown.

"The primary object of 'Good Backing,'" says Frederick Arnold Farrar, advertising manager, "is to tell the trade what we are doing in the way of advertising this spring. We issued a similar book last fall called 'Helping You to Sell' and the return card feature brought us big returns and started many new accounts. At our salesmen's convention some of our men went so far as to say that this magazine did us as much good as our national advertising itself.

"'Good Backing' is also supplied to our jobbers bearing their imprint, and is by them distributed to their respective dealers whom we would not otherwise be able to reach. Our jobbers' sales-

HYGIENIC KALSOMINE
Adams, Little & Co.

KEEP THE FAMILY HEALTHY
Use Hygienic Kalsomine for decorating YOUR home. It contains no volatile solvents which grow poisonous every surface it covers. Approved by doctors and painters. There are many rich looking shades to suit your home beautiful and sanitary at small cost.

THE HOME DECORATOR
and FREE. Give many authoritative decorative ideas in colors for every room. Ask your dealer or write us.

ECONOMICAL
Looks like good
hard and lasts
longer. White
36c. Tint
50c per can
one qt.

POPULAR
for its style and simple
designs. Easily ap-
plied, durable and
will not peel nor
rub off.

men also receive copies and we have secured from our men the names of clerks in stores where they call. We have identified this as our 'Behind the Counter' list and they are also included in our mailing list.

"'Good Backing' is entirely the product of our own advertising department, with the exception of two drawings, even the printing was done in our plant. We expect to be able to line up a fine aggregate of business through this magazine campaign and this dealer work.

"We have gotten out for the consumer a book called 'The Home Decorator' showing beautiful decorative schemes for all kinds of rooms. We are featuring this book in all our advertising, aiming to get inquiries together with names of dealers. In considerable of our magazine advertising we are bringing out the point that the consumer should go to the decorator and dealer who knows his business."

An interesting little booklet of the nature of a house organ,

called "The Little Brush, by the Ad-el-ite Kid," has been issued, full of epigrammatic sayings of a



Your Decorator Knows

Hygienic Kalsomine

Ask him about its necessity—covers from 25% to 75% more surface than other goods sold for the purpose—in rich, lustrous, and pure white, and it is the reason which keeps the family healthy. Use "Hygienic"—the choice of all for quality.

Write for

"The Home Decorator"

"This book shows in simple, plain, and easy-to-understand language, color pictures, and many other things, how to use Hygienic Kalsomine. It will save you money and give you a beautiful home. Ask your dealer, or write for a copy—free."

HYGIENIC KALSOMINE

AMERICAN KALSOMINE CO., Chicago, Ill.



They All Approve

The DOCTOR for its sanitary properties, the PAINTER for its quick and efficient covering, the HOUSEWIFE for its purity, and the DEALER for its popularity.

GET THE HOME DECORATOR—FREE

Ask your dealer for this handsome book. It is a masterpiece, containing all the latest and best in color, and is a most valuable reference for anyone. It will save you money and give you a beautiful home. Ask your dealer, or write for a copy—free.

ECONOMICAL

Hygienic Kalsomine is more easily applied, gives better and longer-lasting results than other goods sold for the purpose.

Sept. 27 1917 \$ 0.000000

general nature, such as "Live so that you will not be ashamed to put the formula on your character label" and "Varnish may be good for some things, but a few plain facts are more convincing than any amount of enthusiastic misrepresentation." This is sent for the edification and amusement of dealers.

THE FARMER'S "RED DEVIL."

Our Atchison county farmers carried shotguns three years ago for "town farmers" running out in the country with their automobiles. They were causing runaways and disaster by scaring their horses and mules into spasms, causing them to tip over their wagons as well as injure their families. Now the farmer has played back, secured a "red devil" of his own, and has got into the game in earnest. The farmer runs with more speed than the man from town, and is no longer unfriendly to the gasoline wagon when it speeds along the highway. The farmer is really the only kind of a person that can afford to buy feed and support a wife and an automobile at the same time.—*Atchison Champion*.

Spare Moments has been sold to Charles T. Johnstone, of Rochester, N. Y. Mr. Johnstone is president of the Wyckoff Advertising Agency, of Buffalo. Under him, John L. Wellington will be editor and Frank A. Wood advertising manager.

"We can't keep house without

THE LADIES' WORLD

That is the gist of thousands of letters that come to us each year.

It means that its high home-magazine quality makes

THE LADIES' WORLD

necessary to 550,000 women—

It means also that through its advertising columns these women buyers keep in close touch with the world markets.

The APRIL issue will be a big number—big in importance to the advertiser who wants to reach these 550,000 women buyers quickly and at low cost.

A Rush order will catch this number.

THE LADIES' WORLD
New York

WHY CONSUMERS MUST NECESSARILY PAY COST OF ADVERTISING.

CONTROVERSY NOT SETTLED UNTIL
SETTLED RIGHT—ADVERTISING IS
DISTRIBUTIVE COST, THE LEAST
EXPENSIVE OF ALL DISTRIBUTIVE
COST—CONSUMER PAYS ALL DIS-
TRIBUTIVE COST ALWAYS, WHAT-
EVER FORM IT TAKES.

By John F. Hurst.

With N. W. Ayer & Son, Philadelphia.

In PRINTERS' INK, January 19th, an article appears entitled, "How Advertising Pays for Itself—An Attempt to Answer Once and for All the Question, 'Who Pays for the Advertising.'" etc.

Now—be it known that no social or economic question is ever settled, until it is settled *right*. Therefore, we shall have to ask your correspondent's permission to discuss briefly the economics of advertising before the subject be permanently shelved.

Why, why, why do advertising men continue to delude themselves, their friends and the public at large as to who really foots the advertising bills? Why not get down to the plain, sincere truth, be logical and discuss the situation in its true light?

The theory that the business concern that does not advertise pays for the advertising, may "go" all right on the college campus. But you can't "put it over" on any real, living, thinking business man.

You can prove by algebra that one equals two. Yet it is an axiomatic fact that one cannot equal two, and it is an utter impossibility that, in an economic sense, non-advertising concerns pay the advertising bills of their competitors.

Now comes another "solution"—"Advertising pays for itself," a good "line," but one that is hard to interpret literally. Advertising does *justify* itself. But pay for itself? No. Somebody—some class or classes of people must pay the advertising bills.

Well—who is the "goat"?

You are—I am—the ultimate consumer.

There is nothing sorrowful about it, either. One needn't be afraid to tell his layman friend. He suspects it, anyhow, but seldom knows the *whole* truth. When he *does* know the whole truth he will say that advertising is an economic good from every standpoint.

Who pays the tariff revenue? The consumer. Who pays the freight charges? The consumer. Who foots the advertising bills? The consumer. The importer doesn't pay the revenue tax, "Jones" doesn't pay the freight, nor does the advertiser ultimately pay for the advertising. The economic law that says you and I must pay the *distributive* as well as the *manufacturing* cost of the merchandise we buy and use, is as immutable as the law of gravitation.

The consumer *can't* side-step the advertising bills because advertising is a *distributive* cost, just the same as freight or traveling men's salaries, etc.

Yet advertising justifies itself; it is an economic benefit to society. And because it has economic value, it is here to stay and grow—faster than any other distributive factor of commerce.

A certain college professor is credited with the assertion that advertising is an economic loss—an absolute annual waste of hundreds of millions yearly. He was deep enough to see that the consumer paid for the advertising, but he did not realize that advertising is a *substitute*, a *cheap* and *efficient* substitute, for certain other distributive factors that the consumer formerly paid for.

What is advertising, in the sense in which we use the term? It is salesmanship-on-paper. Nothing more, nothing less. Economically, it classes with the personal salesmanship of jobber, wholesaler and dealer. To carry a product from factory to consumer, you must employ one or more of these distributive factors, jobber, wholesaler, dealer—or advertising.

The four distributive factors may be used in varying propor-

Our Garden Annual Issue

(the sixth annual) of Orange Judd Weeklies will appear
March 5, 1910. Forms close Feb. 21.

The best known agricultural—yes, and general advertisers—have found extra large space always pays in the
GARDEN ANNUAL issue of

The ORANGE JUDD WEEKLIES

Write for our prospectus, which tells all about it—the
leading articles by famous authorities which make our
GARDEN ANNUAL intensely interesting to our readers,
and therefore valuable to our advertisers. Circulation
305,000 guaranteed.

Send in your order now.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St
Springfield, Mass.

tions. On the one extreme, we have products that are not advertised at all; on the other hand, we have products sold by mail—by advertising alone. The more "paper-salesmanship" a product has behind it, the less personal salesmanship required to put it into the hands of the consumer. But—no matter how a product be distributed, the consumer *must* pay the distributive cost; he *must* pay jobber, wholesaler, dealer—and the advertising bill. (At least, as many of those factors as are involved.)

The vital question is, "Which is the cheaper selling method, personal salesmanship or on-paper-salesmanship?" The multiplying power of printing and the low cost of mail transportation, most certainly make advertising the cheaper of all distributive factors.

Advertising is a modern, highly efficient sales power. It is to distribution what labor-saving machinery is to manufacturing. As machinery does the work of countless workmen, so advertising does the work of countless salesmen, and yet, advertising does not hurt the salesmen any more than machinery hurts the laboring man. Both machinery and advertising have brought an economic saving to society, and all classes have been benefited thereby.

Not far from Cleveland a certain mail-order manufacturer has built up an enormous implement business. His cost of inquiries is less than \$2 each. One out of five inquiries he turns into a \$55 sale. His cost of distribution per sale is approximately \$10. Now, would any wholesaler on earth pay him \$45 for his machines and get them through the dealer to the consumer at a cost of but \$55 to the consumer? Would wholesaler and retailer be willing to divide up a ten-dollar bill as their remuneration for distributing an article that cost \$45 at the factory?

Not much!

This implement manufacturer may or may not be giving his customers unusual values. But he *can* give them unusual values, if he wishes to, because his distributive cost is very low. This is but one

of many instances that show the cheapness of advertising as a distributive power. Yet the consumer pays the advertising bills of this implement maker, and he *knows* it, too. But if he didn't pay for the advertising, he would pay for personal salesmanship, which certainly would come higher.

I am not advocating or exploiting mail-order business. The retail dealer and mail-order man each has his legitimate place—each will probably be with us for all time. The mail-order man will continue his aggressive advertising methods; retail dealers will not only dip into printers' ink more liberally from year to year, but they will ally themselves permanently with manufacturers who advertise effectively to the consumer.

Yes, the consumer foots the advertising bills. He can't get away from it. But if he sees the greater distributive cost that is side-stepped, if he realizes that advertised goods offer better values than unadvertised goods, he will welcome the era of advertising.

To proclaim that the "non-advertiser pays the advertiser's advertising bills," or that "advertising pays for itself," appears quite as unnecessary as erroneous. Advertising, being an economic good, justifies itself, and that should be sufficient. The consumer inevitably pays for it—as he should. And incidentally benefits from it—as he should.

"A LITTLE TREASURE."

NEW YORK.

Editor of PRINTERS' INK.

Have been reading your last week's Review issue—it is a little treasure. The only fault, if you can call it that, that I have ever had with PRINTERS' INK is the lack of an index page to the various articles in each issue. Everything comes to him who waits, so I shall hope and wait for the index to come and which I hope won't be long. It might be extended to include advertisers.

A. LEWIS.

The first issue of a new German daily appeared in Seattle, Wash., the middle of January, the Washington *Tagliche Staats-Zeitung*.

The May Issue

OF THE

Theatre Magazine

will be our tenth anniversary number and will be published concurrently with the Actors' Fund Fair.

¶ This May number will be an especially large and beautiful magazine—and will contain twenty pages more than regular numbers, together with several colored inserts. 20,000 copies extra will be added to our regular edition; the regular rate will prevail.

¶ For ten years the advertisers and the advertising agents have watched the growth of the *Theatre Magazine* in typographical quality and advertising strength. During these ten years the *Theatre Magazine* has risen to a foremost position among magazines.

¶ Our circulation has always been known to be clean and free from waste or "poor" circulation. It is 99 per cent selling power. The advertiser's support alone has proven the buying strength of our readers.

¶ Kindly make reservations for space in the special number early. First forms go to press April 1st.

The Theatre Magazine

26 WEST 33d STREET, NEW YORK CITY

GODSO & BANGHART

Western Representatives

851 Marquette Building, Chicago

H. D. CUSHING

New England Representative

24 Milk Street, Boston

NEW AYER "AMERICAN NEWSPAPER ANNUAL AND DIRECTORY" OUT.

THIRTIETH VOLUME, NOW CONSOLIDATED WITH ROWELL'S DIRECTORY, IS ISSUED—INCREASED SCOPE OF PUBLICATION—SIGNIFICANT CHANGES IN PAST YEAR IN PUBLISHING FIELD—24,089 PUBLICATIONS LISTED, 12,000 CHANGES.

With the consolidation of Rowell's American Newspaper Directory and N. W. Ayer & Son's American Newspaper Annual, the entire publishing and advertising field in this country and abroad naturally turns henceforth to the new consolidated volume for authoritative and complete information of the publications of America.

The remarkably complex and shifting character of the publication field in this country sets a stupendous task and expense for any who desire to publish an accurate directory—a task which is, nevertheless, very vital to all advertising interests to have properly done. Daily, even hourly, use of such a publication is necessary in advertising offices, and the business could scarcely get on without it.

The issuance of the accepted and authoritative directory, such as the American Newspaper Annual and Directory unquestionably is, becomes, therefore, an important event. The new volume contains an introduction with a portrait of George P. Rowell, announcing the consolidation, and giving high praise to the character and work of Mr. Rowell in his directory.

Thirteen hundred and sixty-two pages are devoted to listing of every class of publications, descriptions of every place in this country or Canada where a paper is published, from a population and industrial standpoint. Sixty-one maps are published, and even the character of the soil in various parts of the country is described.

The 1910 issue of the American Newspaper Annual and Directory lists 24,089 publications. Over 2,-

000 appear this year for the first time, while nearly as many appearing in previous issues have been dropped. It is stated that there are more than 12,000 changes from the 1909 issue, aside from those dealing specifically with circulations. This one fact gives some idea of the enormous work and expense which such a publication involves.

In a brief statement, N. W. Ayer & Son declare that the following paragraphs from the first volume of Ayer's American Newspaper Annual (1880) still represent the guiding spirit of the publication:

"The object of the annual is to assist an advertiser in making a selection of papers that will best serve his purpose in the territory he desires to cover."

"Every opportunity has been given publishers to furnish truthful statements. Careful consideration has been given to reports received, and but one object held in view—full justice to every one. Any publisher whose circulation may have been underrated may rely on having justice done him in future editions, if he will furnish us with sufficient evidence of the truth of his statement. If we have erred in any case—and that we have is more than probable—it has been the result of want of sufficient proof or else an error of judgment. We desire in every case to give the honest figures. *In the matter of circulation we have neither friend nor foe.*"

The most important feature of the Annual and Directory is, of course, the attention it gives to circulations, and the figures may be regarded as authoritative as it is possible to make them. Where satisfactory signed or sworn statements have been made, these figures are presented; otherwise the editor has made his estimate from the facts at his command. An innovation is the auditing of circulations by the Annual, which offers to place at the disposal of any publisher the services of a competent auditor. Nineteen publications took advantage of this offer in time to have the results published in the 1910 Annual and Directory.

In addition to the general catalogue there are separate lists of daily newspapers, magazines, women's periodicals, mail-order, religious, agricultural, class and trade, secret society, and foreign lan-

guage publications, and co-operative newspaper lists.

The Annual and Directory likewise presents a vast amount of up-to-date gazetteer information, showing the transportation, banking and other facilities of every town in which a newspaper is published, together with references to its leading industries and characteristics. This feature is supplemented by a specially prepared map of each state, showing every newspaper town.

The advertisements of various publications constitute another important feature. There are about 200 pages of advertising—a highly interesting showing—and forming a valuable auxiliary reference part of the Directory.

It is a good thing for the business in general that the Ayer Directory receives such a liberal advertising patronage, for without it, it would be impossible to put so much conscientious work into the compilation. The advertising business needs at least one thorough and reliable book of the kind.

PEARY, "HAMPTON'S," AND DEPARTMENT STORES.

The way in which *Hampton's Magazine* is making use of its connection with Peary shows the advertising idea carried to the full lengths of ingenuity. Not only is it getting a lot of advertising in the advertisements of those manufacturers whose goods Peary used, and who are mentioning *Hampton's* in their advertising in many magazines, but they are also getting a lot of free editorial mention.

La Follette's has a long and witty editorial reviewing the eighteen or twenty advertisers who are making use of the Peary indorsement.

Most interesting of all, perhaps, is *Hampton's* plan of getting localized publicity. Department stores have been solicited for the installation of a "North Pole Exhibit," of photographs, accompanied with a display of *Hampton's Magazine*, and the taking of subscriptions. John Wanamaker had this exhibit, with Peary's flag as an attraction. Placards and souvenir pamphlets are furnished with the store's name printed on them. *Hampton's* has been told that the magazine department of John Wanamaker's has been doing a business of \$1,500 a day in subscriptions of all kinds.

The Chamber of Commerce of Birmingham, Ala., has decided to begin an advertising campaign of \$10,000.

The Power of a "Whole-Household" Publication.

¶ Last Spring one of America's foremost sporting goods houses received nearly 8,000 replies to an advertisement in one of the Outdoor America Numbers of Collier's. Naturally most of these replies were from men.

¶ In an issue of Collier's a few weeks ago—December 4th, to be accurate—appeared the quarter-page advertisement of a concern that manufactures a well-known toilet specialty. The advertising manager writes us they received over 5,000 replies, of which more than 90% were from women.

¶ I cite these two instances not to boast of the large number of replies, but to bring out the fact that a whole-household periodical like Collier's is of equal value whether an advertiser wishes to reach women, or men, or both.

¶ Collier's is delivered by the postman into 500,000 representative American homes every week. It guarantees its circulation, and backs the guarantee with a cash forfeit for any failure to make good.

T. L. Patterson.
Manager Advertising Dept.,

Collier's

THE NATIONAL WEEKLY

New York

Chicago

Boston

Toronto

THE DANGER OF UNPROTECTABLE TRADE-MARKS.

UNITED MANUFACTURERS' TRADE-MARK, "STANDARD EQUIPMENT," TOO GENERAL—RECENT DECISION AGAINST HOLEPROOF HOSIERY IN SUIT FOR INFRINGEMENT VS. "KNOTAIR."

By C. R. Lane.

Secretary, Trade-Mark Title Company.

In the issue of January 12th, *PRINTERS' INK* published a story of the United Manufacturers to advertise "auto accessories." In the first column it says that "First of all, a trade-mark, 'Standard Equipment,' was adopted," which appears on all packages, on all printed matter, and in all ads.

"Standard Equipment" has none of the earmarks of a trade-mark, and could not be kept distinctive of the goods even though the United Manufacturers, Inc., could succeed in pulling the wool over the Examiner's eyes so as to secure its registration. Any lawyer versed in the merest rudiments of trade-marks would be able to tell this company that "Standard Equipment" would not have one leg to stand on if it had as many as ten centipedes, before a court of equity in a suit to enforce exclusive use of the words.

There is no need of Mr. Bruce dropping the words, "Standard Equipment" in the advertising section of his label, but it has no business any place else. He should adopt some arbitrary word having no reference to the goods, but merely such a word as is a wholly different concept in the popular mind. The tendency of those seeking trade-marks is to adopt trade-marks that others use, such as Globe, Cross, Crown, Star and Diamond, but these have pretty nearly lost their usefulness in all classes, and have entirely lost their usefulness in some classes because they are so common.

It is interesting in this connection to note the tendencies of the

courts in this respect, in some recent cases. I have before me a copy of the *Law Notes* of January, 1910, referring to a decision in the case of "Holeproof" vs. "Knotair." It says:

"Trade-mark 'Holeproof' as False Representation Preventing Redress for Infringement.—In *Holeproof Hosiery Company, v. Wallach Brothers*, 172 Fed. Rep. 859, the complainant, as manufacturer of hosiery under the name of 'Holeproof,' sought to enjoin as an infringement of its trade name the use of the name 'Knotair,' to designate hosiery manufactured by defendants. One defense was that the complainant had no standing in a court of equity, because the name 'Holeproof,' adopted by the complainant was false and misleading, just as the name 'Syrup of Figs,' when applied to a preparation not containing syrup of figs was a misrepresentation defeating any right of the proprietor to equitable relief against infringement. The Circuit Court of Appeals of the Second Circuit dismisses this contention and says: 'No one, surely, could be misled into the belief that holes will not appear in complainant's socks if they are worn long enough, and it is difficult to conceive that any one could be fatuous enough to suppose that by the use of such a word he could deceive people by inducing a belief that the goods to which it was applied would never wear out. It is a boastful and fanciful word, easily to be distinguished from the "Syrup of Figs," and similar cases, where the name or description involved misstatements as to the manufacture of the advertised product.' The court held, however, that the name 'Knotair' is not an infringement of the name 'Holeproof.'"

An instrument signed by H. H. Kohlsatt, president of the Chicago Herald Company, setting forth that the stock of that company had been reduced from \$4,000,000 to \$3,000,000 and the number of shares from 40,000 to 30,000, has been filed for court record. The reduction, the instrument states, was made by the stockholders at a special meeting January 24th.

THE STATUS OF THE FARM PAPER.

E. W. Rankin, of the *Farmers Mail and Breeze*, delivered an interesting lecture on the farm paper before the journalistic class in a Kansas college recently.

"Of the five or six existing great classes of papers and magazines, the agricultural press hold third place unquestionably in commercial importance, and certainly no other class of publication is making more rapid advance," said Mr. Rankin.

"There are over 400 agricultural papers in the United States. They are, roughly speaking, divided into two classes, the monthly farm papers with large circulations covering a large portion of the country, or even the entire country, and the weekly farm papers with smaller circulation, covering a smaller territory, sometimes being confined to one state, but on account of frequency of issue, of equal importance with the monthly farm papers." He then showed how the *Farm Journal*, Philadelphia, was getting a higher rate than the *Saturday Evening Post* or *Ladies' Home Journal*, in proportion to circulation.

Mr. Rankin claimed that no other branch of journalism offers a better opportunity to educated young men at the present time than agricultural journalism in the advertising, editorial and circulation departments. The demand is greater than the supply. Secretary

Coburn was quoted as saying that he could place twenty-five bright young men with farm papers as associate editors, if he knew where to find them. Farm paper advertising managers receive salaries up to \$15,000.

The Raleigh Hotel, Washington, was the scene of a large gathering of advertising men on January 14th, for a luncheon given S. C. Dobbs, president of the Associated Advertising Clubs of America, and manager of Coca-Cola, who spoke on "Organizing an Advertising League in Washington, D. C." Such a league was organized with about forty charter members and the following officers: John E. Shoemaker, president; and M. H. B. Hoffman, secretary.

The *York Dispatch* has been having an interesting fight against a merchants' combine which has been boycotting the *Dispatch* and the *Daily* for running the advertising of an association of Baltimore merchants who are giving free transportation to out-of-town customers. It has won a substantial victory.

A new advertising concern to be known as Blumenstock Brothers has been organized in St. Louis to do a general advertising business. Its head is Louis Blumenstock, who for many years was the manager of the *Grand Leader*.

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency
Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

THE PUBLISHER'S ANSWER TO THE RATE INCREASE PROPOSAL.

THE POSTMASTER-GENERAL'S REPORT MADE THE BASIS OF DISPROVING THE ASSERTIONS OF HIGH COST OF MAGAZINES — METHODS OF BOOKKEEPING BLAMED — R. F. D. SERVICE VERY COSTLY — CONTRADICTORY ELEMENTS IN POST-OFFICE REPORT.

By George W. Wilder.

Of the Periodical Publishers' Association and the Butterick Publishing Company.

The answer to the proposal to increase second-class postal rates is found in the Postmaster-General's Report for 1908, and from House Document 910 (Weighing of the Mails) and from the 1909 Report.

First. There is not a deficit of \$17,000,000, but, with proper allowance for Rural Free Delivery, there is a surplus of over \$10,000,000, in all the operations of the post-office.

That coincidentally with every step in the admitted tremendous expansion of magazines, circulations, advertising and circulation-getting schemes, there came a steady decrease in Department deficits from a 21.4 per cent deficit in 1870 to 2.4 per cent in 1902, when R. F. D. became important.

Second. The Department's figure of \$64,000,000, loss on second-class matter, is wrong by \$61,000,000.

The error is due principally to:

A. In the Postmaster-General's Report for 1909 the cost of second-class matter is figured on the basis of weight for all second-class matter 792,580,967 pounds. It should be figured on the basis of 694,865,884 pounds.

B. In this same report among the items of cost charged to second-class matter there is Rural Free Delivery, \$13,821,100. That is, the loss caused by the policy of Rural Free Delivery is charged to second-class matter.

C. In arriving at the amount of transportation and other expenses based on weight to be charged against second-class matter, the estimate is made on a

percentage of weight of second-class matter to the mail carried, which is claimed to be 63.91 per cent. This should be 35 per cent. It makes a difference of millions.

D. And there are errors in all the other cost items that this argument will show.

Third. Length of haul is not the determining factor in reaching the cost of transportation per pound carried. *Other elements enter into it that make a pound in the shorter hauls average to cost the Department more than a pound in the longer hauls.*

On the Department's own figures of the relative cost of hauling and handling magazines and newspapers there is, in spite of the magazines' longer haul, and because of the greater number of pieces per pound in newspaper mail, more loss (by the Department's figuring) in giving the second-class privilege to newspapers than in giving it to magazines. The magazines do not carry more advertising than newspapers, and what they do carry is immensely more profitable to the Department than newspaper advertising. Therefore, on the Department's own showing of the differences between magazines and newspapers every difference points against a higher rate in magazines, instead of toward it.

To the above we add:

1. If the Post-Office Department charged at regular rates for the matter it carries free, there would be no so-called deficit.

2. If through the Department's method of management, and more particularly through its methods of bookkeeping, the cost of handling second-class matter is made high, such cost is not necessarily a fair price to publishers.

THE FACTS.

First Point. We take up the statement there is a deficit of \$17,000,000—that second-class matter caused it.

In the year 1870 there was a deficit in the operations of the United States Post-Office Department of 21.4 per cent of its business. In those days there was no pound rate.

In 1879 there was passed the act that put second-class matter on a pound-payment basis. An immediate increase in circulation of periodicals began.

In 1880 there was a deficit in the post-office operations of only 9.6 per cent.

In 1885 the law was passed that made the rate for second-class matter *one cent a pound*, which still further increased second-class mail. It trebled in the ten years preceding 1890.

In 1890 the deficit in the operations of the Post-Office Department was 8.8 per cent of its business.

The next decade brought a much larger increase in second-class matter than any previous ten years—from 174,053,910 pounds, in 1890, to 382,538,999 pounds in 1900.

The deficit in the post-office operations in the year 1900 was 5.2 per cent.

In the prosperous years following 1900, the increase of second-class matter was stupendous: from 382,538,999 pounds, in 1900, to 488,246,903 pounds, in 1902, only two years. The increase of advertising in the magazines was even greater than the increase in second-class matter. These years brought the great forward movement in the production of low-priced but well-edited magazines, made possible by large advertising incomes, and also in the increase in circulation by extensive combination book offers and so-called "clubbing" arrangements, by which the subscriber could purchase three or more magazines together at a low price.

The deficit in the post-office operations of the year 1902 fell to 2.4 per cent., *the smallest percentage of deficit in eighteen years, and the smallest but two in fifty-two years.*

But in this year 1902 is seen, for the first time, in important proportions, a new item of expense, \$4,000,000 for *Rural Free Delivery*. Our Government had extended the service of the post-office to isolated communities, regardless of the expense of so doing. The report of the postmas-



We tried several headlines and discarded them; "*We told you so*" (commonplace); "*The first shall be last*," etc. (sacrilegious); "*Stern chase, long race*," etc. (painful memories); so here are the facts:

THE SYRACUSE EVENING JOURNAL during the month of January, 1910, carried 60,284 agate lines of foreign or general advertising, a gain of 26,908 agate lines over January, 1909.

The Syracuse Herald during the same month carried 49,028 agate lines, a gain of 3332 agate lines over the same period last year.

The Syracuse Post-Standard carried in January 55,916 agate lines, a gain of 588 lines over January, 1909.

Live city; three live newspapers.

AND THE SYRACUSE EVENING JOURNAL LED ITS NEAREST COMPETITOR BY 4368 LINES OF GENERAL ADVERTISING DURING THE MONTH.

Circulation now over 80,000 daily and growing like—well, like the advertising patronage.

We will tell you the reason for both if you'll give us the opportunity.

SMITH & BUDD CO.

Advertising Representatives

THE SYRACUSE EVENING JOURNAL

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third National

Bank Bldg., St. Louis.

ter-general for 1902 said, "It will be seen that had it not been for the large expenditure on account of rural free delivery, the receipts would have exceeded the expenditures by upward of \$1,000,000."

It will be clear from these figures which are taken from the reports of the postmasters-general that, beginning with the advent of the second-class pound-rate system, the deficit of the post-office has steadily declined, the rate of decrease being always coincident with the expansions of circulations and advertising of periodicals, until in 1902 there was a substantial surplus, which the Government saw fit to use for a purpose not related to magazines and periodicals or to their expansion.

Since 1902 there has always been a surplus in the operations of the Post-Office Department, outside the money the Government has seen fit to expend for Rural Free Delivery. In the present year (1909), the report of the postmaster-general shows a surplus of \$11,000,000 outside the loss on the rural free delivery service of \$28,000,000. The years 1902 to 1909 have each shown a surplus the eight years aggregating \$51,201,047.63, outside the actual loss on the rural free delivery system.

The year in which the department shows its largest deficit was 1908, when the weight of second-class matter decreased 18,000,000 pounds.

That year expenditures increased \$18,000,000, and the deficit was the largest ever. This is a fearful blow to the ancient and honorable theory "decrease second-class matter and save the Government's money."

Now, again, in 1909 there is an increase in expenditures over 1908 of \$14,000,000—giving an increase over 1907 of \$32,000,000. And second-class matter has increased over 1907 only 10,000,000 pounds.

There is something in it—a big something in it besides second-class matter.

Second Point. We take up the statement that second-class matter cost \$73,000,000.

The postmaster-general's report,

1909, page 29, shows how this cost is made up. Let us look at that page.

First, the weight of second-class matter is given as 792,580,967 pounds. This figure is derived by doubling the weight given in the report House Document 910, page 21, under the heading Second-Class Matter. The item includes *Free Second-Class Matter* county mailings. Here, therefore, the second-class matter that *pays* is charged with the expenses of the second-class matter that a Government in the interests of all its people chooses to carry free.

The true paid-at-the-pound figure is given on page 64, Report 1908, and is 694,865,884 pounds. Since the figure used by the department in getting its estimates is 792,580,967, every estimate made based on weight should be reduced 12.3 per cent.

Second "Rural Free Delivery, \$13,821,100." Page 34, same report, admits that the loss on these routes is \$27,900,000.

A Governmental policy creates this enormous loss in a Department; puts the loss on the people getting the benefit of the policy, and then charges it to second-class matter. With one mouth admitting this loss is caused by Rural Free Delivery (as it most certainly is), and with another mouth asking second-class matter to square the account.

We submit that the mind that can see fair play in this is severe on second-class matter. It seems like forcing counterfeit money on a man and then jailing him for having it in his possession.

Second-class matter is not in any way responsible or chargeable for this loss. It wasn't instituted for the benefit of second-class matter. Second-class matter never asked for it. Periodicals certainly have no use for it.

Second-class matter should no more be charged with the expense caused thereby than it should be charged with the seeds given to farmers by good Congressional friends. It is a Governmental policy for the welfare of the nation, and therefore a Government expense—chargeable to no one.

Another Record Broken

During the month of January, 1910, THE CHICAGO RECORD-HERALD contained 1,276 columns of display advertising, exceeding all previous records for the month of January in the history of the paper by more than 52 columns.

**THE CHICAGO
RECORD-HERALD**

Advertising In The Harper Publications

is an introduction to a well-established clientele of exceptionally prosperous consumers.

To their readers these publications bear the relation of old and trusted friends. They have been regular visitors in thousands of families for generations and carry an influence that increases the value of space immeasurably, because it is exercised in homes where ample incomes are enjoyed, where modern conveniences and luxuries are a matter of course.

Harper & Brothers

Franklin Square

New York

THIRTY-THREE MAGAZINES' CIRCULATION BY STATES.

INTERESTING COMPILATION SHOWING THE REACH AND DISTRIBUTION OF MAGAZINES—EXCEPTION TAKEN TO MULTIPLICATION OF CIRCULATION BY FIVE—TOTAL ACTUAL CIRCULATION 12,959,968—CALIFORNIA LARGEST READING STATE.

When PRINTERS' INK published last month a short article including a compilation by states of nine magazines' circulations, giving the circulation figures multiplied by five, in the manner sometimes followed by advertisers in the endeavor to impress dealers, it was to have been expected that it would stir up a controversy.

One or two vigorous objections were registered to this method of calculating readers. Says one of these objectors:

NEW YORK, Jan. 20, 1910.

Editor of PRINTERS' INK:

Recently you printed figures compiled for Alfred Benjamin & Co., clothing advertisers, showing the circulation of nine magazines by states. The figures given were not the actual circulation figures, but the figures multiplied by five.

Now, I think it is foolish, and doubly foolish, to make any calculations like this. The magazines don't have anything like such an amount of readers—and even if they had, what good would the fact that the wife and three children read a magazine do Alfred Benjamin & Co., who sell men's clothes?

Think of the large number who buy magazines on trains, and read them and fire them. Think of the innumerable cases where magazines are read by single individuals, with no family connections in the big cities. Then think of duplication—a big factor.

Altogether, I think it very misleading to claim five readers to a magazine.

F. D. MAYER.

Evidently there is wide latitude of opinion on this subject, for George C. Sherman, whose firm, Sherman & Bryan, agents, New York, compiled the figures, is just as emphatic on the other side.

SHERMAN & BRYAN, INC.

NEW YORK, Jan. 18, 1910.

Editor of PRINTERS' INK:

In our opinion the estimate of five readers to each and every copy of a magazine is a most conservative one; in fact, we believe to-day that there are nearer seven readers to each and every copy of a magazine than five. Take, for

instance, the magazines that I receive at my home; they are read by Mrs. Sherman and myself, and then turned over to different members of our family, after which they are all collected and sent to the Salvation Army or some of the city hospitals. Of course, my case may be different from that of the smaller town reader, but in our opinion it is a very conservative estimate when it is figured that only five people read a magazine.

The question of duplication, however, is one that has not in our opinion ever been figured out satisfactorily. We believe that to-day a great many more people read from three to five magazines than was the custom some time ago. While we feel that the number of readers to each magazine has been materially increased in the last few years, we also feel that the duplication of magazines is one that has increased as much or more than has the number of readers to each different magazine.

GEORGE C. SHERMAN,
President.

Whatever may be the diverging opinions concerning both number of readers to a magazine and duplication of readers, it is certain that the following compilation of facts and figures concerning the circulations (multiplied by five and also not multiplied by five) of thirty-three magazines will be found very interesting. The Klei-nert Dress Shield has recently had compiled for them by Sherman & Bryan, figures showing these facts. The magazines whose circulations are included in this composite figuring are: *Delineator*, *Ladies' Home Journal*, *Woman's Home Companion*, *McCall's*, *Pictorial Review*, *Ladies' Home Journal*, *Monthly Style Book*, *Ladies' World*, *Art La Mode*, *Modern Priscilla*, *Elite Styles*, *Bon-Ton*, *Style*, *Paris Modes*, *Harper's Bazar*, *Success*, *Vogue*, *Theatre*, *Good Housekeeping*, *Home Needlework*, *Burr McIntosh*, *Century*, *Harper's*, *Munsey's*, *Cosmopolitan*, *Red Book*, *Ainslee's*, *Scribner's*, *Hampton's*, *Everybody's*, *McClure's*, *Review of Reviews*, *American*, *Mothers' Magazine*.

Their combined circulations and estimated readers run as follows:

	New England. Circulation.	Estimated Readers.
Maine	180,565	902,825
New Hampshire....	106,942	534,710
Vermont	96,176	480,880
Massachusetts	751,944	3,759,720
Rhode Island.....	108,928	544,640
Connecticut	243,027	1,215,135
Total	1,487,582	7,437,910

<i>Southern.</i>	Circulation.	Readers.
Virginia	151,880	759,400
North Carolina.....	108,367	541,835
South Carolina.....	77,732	388,610
Georgia	139,947	699,735
Florida	70,835	354,175
Alabama	95,246	476,230
Mississippi	103,760	518,800
Kentucky	164,118	820,590
Tennessee	144,814	734,070
Louisiana	123,386	616,930
Arkansas	98,955	494,775
Total	1,279,130	6,395,650
<i>Northwestern.</i>		
Minnesota	272,099	1,360,495
North Dakota.....	70,153	350,765
South Dakota.....	80,657	403,285
Total	422,909	2,114,545
<i>Southwestern.</i>		
Texas	362,185	1,810,925
Oklahoma	119,199	595,995
New Mexico.....	46,944	234,720
Arizona	37,584	187,920
Total	565,912	2,829,560
<i>Middle Atlantic.</i>		
New York	1,517,792	7,588,960
New Jersey.....	326,153	1,630,765
Pennsylvania	1,005,493	5,027,465
Delaware	27,629	138,145
Maryland	155,881	776,905
District of Columbia	90,967	454,835
Total	3,123,415	15,617,075
<i>Middle Western.</i>		
West Virginia.....	88,821	444,105
Ohio	727,482	3,637,410
Indiana	422,967	2,114,835
Illinois	948,000	4,740,000
Iowa	396,514	1,982,570
Michigan	416,307	2,081,535
Wisconsin	318,030	1,590,150
Missouri	417,605	2,088,075
Kansas	258,043	1,290,215
Nebraska	207,735	1,038,675
Indian Territory....	12,196	60,980
Total	4,218,900	21,069,500
<i>Rocky Mountains.</i>		
Colorado	210,175	1,050,875
Utah	51,613	258,065
Wyoming	79,676	398,380
Montana	32,138	160,690
Idaho	55,633	278,165
Total	429,235	2,146,175
<i>Pacific Coast.</i>		
California	602,214	3,011,070
Washington	272,715	1,363,575
Oregon	178,914	894,570
Nevada	28,987	144,835
Total	1,082,830	5,414,150
<i>Miscellaneous.</i>		
Mexico	37,622	188,110
Alaska	22,897	114,485
Canada	175,471	877,355
Foreign	119,165	595,825
Total	355,155	1,775,775
Sum Total.....	12,959,968	64,299,840

This list shows some important things—that nearly 13,000,000 magazines are sold in this coun-

try and abroad. Whether this represents 13,000,000 people is, of course, very doubtful, and it is entirely misleading to suppose that 64,000,000 people, or over two-thirds of the country's population, read magazines. Duplication is undoubtedly heavy. This is already well known to advertisers, most of whom consider this no disadvantage at all, and run different copy in different magazines in the same month.

"A carefully compiled statement in connection with one of our circulation tests," says Mr. Sherman, "shows that the ten following states, Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas read only approximately ten per cent of the magazines published, the other ninety per cent being circulated in the remaining thirty-eight states in the Union. While it is generally acknowledged that the reading public of the South is not as large as in some of the other states we do not believe that the publishers of magazines are getting all of the circulation that they should be getting out of the South, which the above figures will show.

"As we have figured it out, California, taking into consideration its population, is the largest reading state in the Union. In number of readers, based on publishers' circulation statements, New York and Pennsylvania come first."

EVIDENCE OF THE DEVELOPMENT OF ADVERTISING.

AURORA CORSET CO.
Manufacturers of Henderson and La
Princesse Corsets.

AURORA, ILL., Jan. 28, 1910.

Editor of PRINTERS' INK.

The advertising man who does not enthuse over your annual review number and who does not send you a message of praise for your splendid efforts hasn't quite gotten into the spirit of advertising. I don't know of any better evidence of the development of advertising than your very valuable publication. The advertising profession is certainly indebted to you for your efforts and help.

GEO. L. LOUIS,
Advertising Manager.

The March Issue of The Greater American Magazine will

1. Contain more advertisements,
2. Total a greater number of net pages,
3. Be read by several thousand more people, *than any previous issue.*

The leading national advertisers of the country know that

THE AMERICAN MAGAZINE is a leading, able, progressive magazine that is read by leading, able-to-judge and able-to-buy people. It gives the advertiser *the printed word multiplied by the right associations and influence.*

Your business is not too small or too large to be increased by advertising, and, if you advertise at all, the safe course is to use THE AMERICAN MAGAZINE.

April issue will be over 325,000—to press February 25th—\$312.00 per page.

THE PHILLIPS PUBLISHING CO.

341 Fifth Avenue - - - New York

153 La Salle Street - - - Chicago

GETTING RESULTS OUT OF MAGAZINE CLASSIFIED ADS.

A "CLEAN-UP" SLOWLY COMING—A WARY ATTITUDE STILL ENCOUNTERED—BEST RESULTS FROM CAREFUL MAGAZINES—BOILER COMPOUND MAKER HAS GOOD SUCCESS IN GETTING SALESMEN—KIND OF COPY BEST FITTED—SELLING PIANOS BY CLASSIFIED EXCLUSIVELY—RULES ADOPTED BY SOME MAGAZINES IN ADMITTING COPY.

"I have before me," said the sales manager of a prosperous corporation, fingering a pile of letters, "replies that came in yesterday to the classified advertising we have done in the last issues of the magazines. There are five magazines mentioned in the letters; you will notice that pretty nearly half of them mention the Blank magazine. That is pretty interesting to me because that magazine is the most particular about the kind of classified copy it runs."

He shoved the pile toward the interviewer for inspection. There were twenty letters. Eighteen of them mentioned having seen the ad in this magazine or that. Eight of the eighteen referred to a certain periodical which has made unusual efforts to keep its classified columns free from fakes, and doubtful propositions.

But the public learns slowly, particularly that public that has been brought up in an era when "classified advertising" was the junk yard wherein reposed the copy that the display departments had thought best to bar out. It is only comparatively recently that the magazines have played the hose upon the classified columns as well as upon the display pages. While a good deal has been done to raise the standards of classified advertising, many readers still instinctively hold themselves ready to see a trap sprung when they drop a line of inquiry.

Stanley K. Green, of Green, Hook & Co., Inc., of New York, Boston, Philadelphia and Balti-

more, manufacturing chemists, and makers of boiler compounds, says that a good many of the letters that come in answer to his classified advertisements have a wary tone, due, he believes, to this feeling that classified advertising must necessarily have something queer about it. He advertises in the classified columns of practically all the New York magazines and for his own enlightenment he has studied the psychology of the men who write him. His copy advertises for men to handle a paying proposition as a side line. It emphasizes that there is a good deal of money in it. Mr. Green is convinced that half the battle in getting results from classified advertising is in writing the copy with some regard for strategy.

"No one will welcome the complete success that must finally attend the efforts of the magazines to put classified advertising on a high plane more than myself," he said. "But for the present one must face the conditions and advertise in such a way as to produce the maximum number of replies. Many readers of magazines do not have implicit confidence in the classified columns. You must take into account their suspicious attitude and employ a little strategy in writing the four or five lines of copy that is printed. So I do not say explicitly in the ad what my proposition is. I want people to write and then in my follow-up letters I can convince inquirers of the legitimate profit that can be derived from selling our goods. It looks as if the efforts of some of the magazine men to put their ads on a sound basis are taking effect. We use only classified advertising in the magazines and we shall rejoice when readers generally have been induced to think this kind of advertising wholly clean."

Mr. Green said that classified advertising has been very successful in building up a strong agency force. He desired to secure men of ability. He tried the newspapers and found that the proportion of inquirers who were capable of handling the goods

Important Notice to Advertisers and Publishers

The 1910 edition of the American Newspaper Annual and Directory is now ready for delivery. This publication continues Rowell's Newspaper Directory, published for forty years, and Ayer & Son's Annual, published for thirty years.

This standard volume is now the only one of its kind, no other undertaking to gather statistics from original sources. It locates and describes 24,089 publications which carry advertising; also giving a commercial description of the places where they are published. It contains sixty-one specially prepared newspaper maps of every state, territory and province.

It has one hundred and eighty-one lists of publications: dailies, magazines, class publications and the journals representing every industry and trade. The present volume embodies over 12,000 changes from the previous one, exclusive of those referring to circulations. This book is to the publishing world what Dun and Bradstreet are to the commercial. It places at the disposal of publishers, of advertisers, of government and corporation officials, of librarians, students and business men information not elsewhere to be procured. Once used and given an opportunity to answer questions it is never willingly dispensed with.

The price of the volume is \$5.00; carriage extra. Postage 60 cents. Descriptive circular on application. Address all orders to



PHILADELPHIA

In order to learn who reads the end of an advertisement, and to get a line on this paper's clientele, we will make it worth while for those who mention PRINTERS' INK in their order, within thirty days.



With a subscription price of one dollar a year and conducting our circulation campaigns to obtain women of the middle class as readers naturally the *American Home Monthly* appeals to that class. Besides the editorial policy aims to interest such women.

The circulation campaign promises to add 15,000 new subscriptions between now and the time the April issue is printed, as they are arriving at the rate of about three hundred daily.

A guaranteed circulation of 100,000 copies monthly is what advertisers receive for 40 cents a line flat.

Advertising forms for the April issue close on the first of March.

Charles H. Ridder

Adv. Mgr.

**AMERICAN HOME
MONTHLY**

27 Spruce St., New York

was too small to pay. He tried display advertising, also, in the trade journals, which circulated among engineers and superintendents, without satisfactory success. He calculates that for ten dollars he can secure 150 replies. He is, therefore, thoroughly satisfied with the low cost of finding competent salesmen by classified advertising.

The Pease Piano Company of New York use display in the dailies but in the magazines only classified. This company's classified copy appears in *Collier's*, *Munsey's*, *All-Story*, *Scrap-Book*, *Everybody's* and the *Cosmopolitan*. The sales manager mentioned with gratification that the cost per reply was about one dollar. The advertising is designed to sell pianos direct, and accordingly every inquirer is regarded as a good live prospect. As a matter of fact, the manager said that it surprised even himself that so many sales were developed from the replies.

"We believe the classified columns find the reader who is on the point of making a purchase," he said. "He looks through the classified columns with some specific purpose in mind. He is on the trail of something. If pianos, he is keenly interested when he sees our small ad of pianos for sale at moderate prices—often second-hand pianos. The Pease piano is sixty-five years old, and most people musically inclined have confidence whenever they see the name signed to an advertisement."

The speaker said that some day he hoped to become a display advertiser in the magazines, as he is in the New York newspapers. But even in that event, he expressed his intention of keeping a classified ad running also. He explained that all the returns did not come to him by mail. The classified advertising brought many interested people to the office in West Forty-second street in person. Some of these might be intending to purchase a second-hand instrument, but a bit of salesmanship often brought them to the point of buying a new piano.

Investigation developed the fact that not a few concerns, using magazine classified space exclusively, have through it built businesses of sizable proportions. There is McLean, Black & Co., of Boston, doing a business of about a million dollars a year, through agents secured by classified advertising in the magazines. Robert Brown, of *Everybody's Magazine*, instanced others. Some of these are National Importing & Manufacturing Company of New York; Phoenix Fire Appliance Company, of New York; Fletcher & Rossiter Company, of Chicago, land agents; Harbach & Co., film picture machines, etc.. Philadelphia; St. Petersburg (Fla.) Board of Trade. Mr. Fletcher, of Fletcher & Rossiter, is immigration agent of the Rock Island railroad, and the firm is engaged in selling Gulf Coast and Texas real estate. The first advertisement began early in 1906 and the results have been so consistent that copy has been appearing in several magazines regularly since that time.

Everybody's and *Collier's* have together adopted a set of rules governing their acceptance of classified copy. They follow:

(1) No statements that agents can or do make definite sums of money; nor guarantees of earnings. (2) No deceptive offers of something "free." (3) No offers of exclusive or protected territory for anything sold miscellaneous; nor of exclusive or protected rights except where written binding agreement is made. (4) No correspondence school that agrees to furnish employment; nor makes extravagant claims in follow-up literature. (5) No stocks, no mining, no curatives (medicinal) no liquors, no cigarettes. (6) No "start you in the mail-order business" propositions; no home sewing, home copying, or other home work. (7) No speculative investment propositions. (8) No offers to write music to words. (9) No circular distributing or sign tacking. (10) No offensive language; no statements calculated to mislead.



We believe that a complete knowledge of the nature of the SATURDAY GLOBE, the quantity of its circulation, the territory in which it circulates, the class of people who read it regularly each week, would quickly result in the use of the publication as an advertising medium by the wise business man, to the profit of the advertiser and the publisher, and to the satisfaction of the GLOBE'S readers. The UTICA

SATURDAY GLOBE

Goes into nearly 140,000 homes of thrifty, prosperous, buying people in one of the best sections of the United States—interior New York, New England and adjacent states, each week.

The SATURDAY GLOBE is a home newspaper in every sense of the word. It gets a complete reading such as few other publications receive. Facts and figures in our possession, and cheerfully at your disposal, would be most interesting to you.

Give us the opportunity to present them.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

Your Pacific Coast Dealers

will sell more of your goods if you secure for them the trade of the German Catholics. You can accomplish this at small cost.

St. Joseph's Blatt

has a larger circulation than all the other German papers published on the Coast combined and is the *only* German Catholic paper on the Coast. An unusually low rate enables you to reach this element most economically. Ask for facts.

Published by the
Benedictine Fathers

RALPH C. CLYDE, Adv. Manager
306 Goodnough Bldg., Portland, Ore.

The February Suburban Life

contains \$2,500 more net cash advertising than last year and marks the biggest February in the history of the publication.

Advertisers do not continuously use a publication like **SUBURBAN LIFE** unless it pays them.

60 cents an agate line

FRANK A. ARNOLD
Advertising Manager
44 E. 23d Street, New York

HOW NATIONAL BISCUIT POSTER WAS PUT THROUGH IN A HURRY.

EDWARDS & DEUTSCH LITHOGRAPHING COMPANY.

CHICAGO, December 2, 1909.

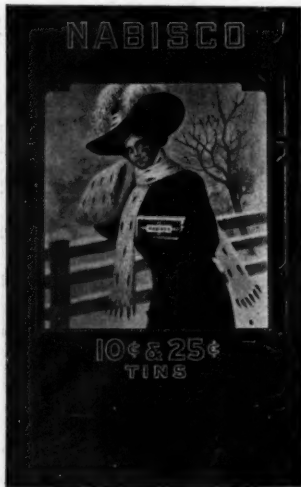
Editor of PRINTERS' INK:

The public will be attracted by the beauty of the "Nabisco" posters and car cards displayed for the month of December by the National Biscuit Company, but they will have no conception of the cost or the time necessary to execute an order of this character.

The posters are by far the most elaborate that have ever been displayed on the boards. The 3-sheets are lithographed in thirteen (13) colors and gold, while the 1-sheets are in eleven (11) colors and gold. Four sets of the car cards are in ten (10) colors and gold and one set in five (5) colors.

The sketches were approved in New York November 6th, and arrived in Chicago November 8th. This entire order was completed and ready for shipment, as usual, on November 25th, or in fourteen working days.

When you stop to consider that a separate plate is necessary for each color, some idea may be had of what it means to execute the art work preparatory for the press, and then contemplate running the 3-sheets in thirteen (13) colors and gold, requiring their going through the press twenty-eight times, and the 1-sheets—twelve



times, some idea may be gained of the magnitude of the undertaking and the facilities required to handle work of this character. We have been doing the work of this company for the past eight years.

S. F. KANE.

The Housewives who do their own buying.

In the swarming Bee-Hives that we call Big Cities, the trend by custom and example, is toward luxury and ease. With our City Ladies, the maids not only perform the household duties, but are usually entrusted with the household **buying**, as well.

But it's different in the Small-Towns, the Villages, and Hamlets. There, most of the Housewives do their own work, or actively assist in having it done, and they **invariably** do all of the family buying themselves.



They note with an impartial eye whether it's Pa who needs a new suit of clothes, or Daughter a nine-gored skirt and a long coat. **They** determine in their own minds whether the family shall eat Quaker Oats or corn flakes,—use Fairy Soap or Castile, and they constitute the family's final Court of Appeal whether to buy a Piano or new "set" for the "spare" room.

And these are the good Women whose distinction it is to preside over families which **aggregate 67% of our 80 millions of population**. They are the salt of the earth,—their good-will is a power,—and their confidence is a business asset.

Home Life is edited for and to them and so much do they appreciate it that 900,000 of their Homes subscribe for it and pay their subscriptions in advance.

This in itself is evidence that their confidence is a business asset. Do 900,000 of their Homes subscribe to your goods? Home Life will bring you their custom,—your goods must earn their confidence.

Home Life

D. W. Gaylord, Adv. Mgr., Chicago, Ill.
L. R. Wasson, Eastern Manager, New York

**Two Magazines That
Reach a Clientele of
their own
No Duplication**

The Strand Enlarged Improved

The April STRAND will be enlarged by the addition of 24 pages, consisting mainly of fine, strong fiction of live human interest by favorite writers.

**Put THE STRAND
on your list**

It has a circle of readers peculiarly its own and offers a big circulation which cannot be duplicated by any other magazine. The quality of the contents attracts a class of people which demands the best in everything.

The Wide World

The magazine which scours the globe for stories, anecdotes, topics of interest. Profusely illustrated. Wholly different from other magazines. THE WIDE WORLD is an advertising proposition unlike any other. It is the best value for the money in the market.

Prices Are Right

Books are open to audit of A. A. A., and with every yearly contract we give a guarantee of an average combined circulation of 200,000 monthly for \$200.00, less agent's commission and 5 per cent discount for cash.

Consult your agent or write

Advertising Department,
83 & 85 Duane St., New York.

BARTON E. BUCKMAN,
Western Representatives,
517 U. S. Express Bldg.,
Chicago, Ill.

ARE IMPRINTS JUSTIFIABLE?

NEW YORK, January 10, 1910.

Editor of PRINTERS' INK:

It must be that most of the imprint advocates are enjoying well-earned vacations. Otherwise, how is it that none has come out with a tirade against the Government for ordering the initials of the designer removed from the dies of the new Lincoln cents?

The discussion over this subject is a pretty fair sample of public opinion on the point of doing work for another party and then smearing your own advertisement on it in a prominent position. Doubtless the Lincoln cents episode will have no effect in stopping the practice by those who think an advertisement of this sort proper, but it should lend encouragement to some of the people who pay the bills and haven't nerve enough to protest.

The absurdity of the imprint does not seem to appeal as strongly as one might expect, a fact which is doubtless due to the long-established custom of allowing it. There is not much similarity between the artist who puts his name in the corner of an oil painting which he then offers for sale and the printer who takes a whole page for his advertisement of three lines with wide margins in an edition of possibly half a million.

A merchant prince engages an architect to design and a contractor to build a store occupying half a block. It requires immense sums of money, months of time, and when the job is finished those who were responsible for this addition to the City Beautiful are credited with having accomplished something worth while. How often do you hear of either designer or builder cutting his name in the marble so that passers-by who want something done in the same line may read and communicate? But when a sign painter is commissioned to put a forty-dollar brass sign at the entrance of that same building, he will take good care to put his name at the bottom in letters as large as he thinks will go unchallenged. Imprints are advertisements and nothing else, whether on the printed page, the painted board or the engraved parchment. They detract in ninety-nine cases out of a hundred, and never add anything.

I gave considerable work one time to a high-priced firm who, on a rush order, found time to add their imprint after a proof had been sent back O. K. They are printing yet, but not for me.

PAUL BERWYN.

POST SUES FOR LIBEL.

Charles W. Post, the millionaire cereal food man, began a libel suit for \$50,000 last week against the Battle Creek Journal as a result of an editorial published Wednesday night attacking Post and the *Enquirer*, a morning paper in which he has the controlling stock. The editorial is the result of the resolution passed Sunday by the Chicago Federation of Labor and uses the terms "shell game" and "peanut shucks."

ADVERTISING AND ASTIGMATISM.

THE PATTERSON-GIBBS COMPANY.
CHICAGO, December 4, 1909.

Editor of PRINTERS' INK:

We are inclosing herewith clipping in which we would call your attention to the fact that while this is meant to be very striking and possibly is very striking, as an advertisement it is very poor,

troubled with astigmatism. People may have very good eyes in every other respect, but even a slight defect in this respect would prevent them from reading matter which was inclosed by a series of parallel lines, such as shown in this clipping.

This striped idea is being used considerably in different advertisements. The writer has in mind particularly one on the back of *Collier's*, some time ago, in which a number of concentric circles were used. We believe a very good article could be written on advertising from an optician's standpoint.

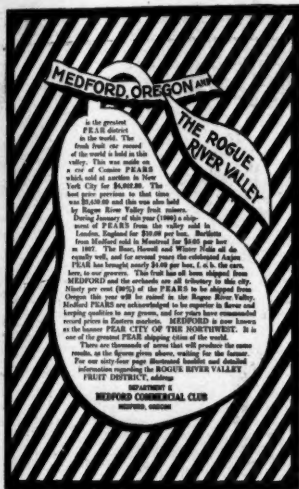
This for what it is worth to you.

J. J. PATTERSON,
Manager.

"POPULAR FASHIONS" SOLD.

The Phelps Publishing Company has sold its recently acquired magazine, *Popular Fashions*, to the Home Friend Publishing Company, Kansas City. The publication was bought from the Cushman Company, which foreclosed, and united with the *Woman's Home Journal*.

The W. L. Douglass Shoe Company, Brockton, Mass., is sending direct orders to Southern papers for 7,000 lines.



for the reason that it is almost impossible to read same.

The writer asked an eminent optician, who happened to be in the office when the writer was looking through this book, why it is so hard to read the type matter, and he said that this would be the case with almost two-thirds of the people in this country, as they are

WE would like to secure copies of Printers' Ink for October 23rd and November 13th, 1907, and for August 4th, October 13th and November 10th, 1909.

CALKINS & HOLDEN
250 Fifth Avenue, New York

"ENCLOSED PLEASE FIND CHECK"

We write letters that bring back replies prefaced with "enclosed please find check."

We write letters that:

- { Increase your business.
- { Decrease your selling expense.
- { Augment your profits.

Been at it seven years—business growing fast because we actually deliver the goods and frame letters that sell.

Remember the words of Marshall Field:

"One good business bringing letter may be worth a million dollars, and one man may write it."

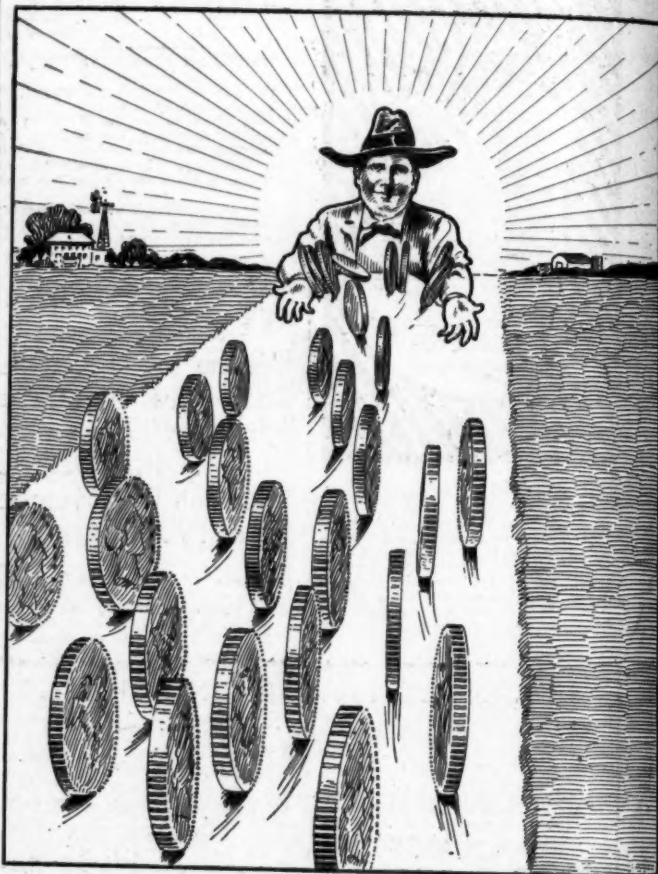
The Business Development Company of America
"Writers of Letters that Pull"

Established 1901

110 NASSAU STREET : NEW YORK CITY
Phone 5374 Cortland

The Ad Must bl

Eight Billions of Dollars he J



Your Ad. in March COMFORT Will

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93%
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phenon
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Use
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NEW YO
1108 Pa
R. JENKI

Follow the Dollar

Has Just Gone to the Farmers

COMFORT Goes to the Farmers

read with interest by more progressive, pushing, prosperous, property-possessors than any other one publication in America. The most of its million and a half monthly circulation is in the richest agricultural sections of this country.

COMFORT is the farmer's monthly magazine, his review of reviews and literary digest, his wife's fashion paper and household guide, his daughter's authority on etiquette, his all-round story paper.

COMFORT'S monthly advent is a family event. It is read and discussed, ads. and all, by members of the family through the month until the arrival of the next issue; and that is why

93% COMFORT'S Subscribers Read Its Ads.

And 81% of Them Patronize Its Advertisers.

The High Cost of Living,

destructive to the city laborer, artisan and salaried man, is the direct cause of the phenomenal prosperity, because within a few years the price of farm products advanced from 25 to 50 per cent. while the average price of manufactured goods which the farmer has to buy, has risen only 10 per cent.

Increase your business and offset shrinkage due to diminished purchasing power of the city populace struggling with the wolf at the door,

*Use big Home-Furnishing COMFORT for March;
Sure to Widen Your Market among the Farmers,
Whose Means and Standard of Living Are
Gaining, not Waning.*

Close Feb. 15. Order early through any reliable agency, or send direct to

W. H. GANNETT, Pub., Inc.

Augusta, Maine

NEW YORK OFFICE:

1105 Fulton Bldg.

R. JENKINS, Jr., Representative

CHICAGO OFFICE:

1635 Marquette Bldg.

FRANK H. THOMAS, Representative

Will Win the Farmer's Dollars

AN ADVERTISER'S DUTY TO THE PUBLIC.

MERCHANDISE ARGUMENTS NOW ADVERTISED—RESPONSIBILITY THAT GOES WITH IT—PROFESSIONAL CODE OF ETHICS—POST'S OPINION OF PLAY, "THE FOURTH ESTATE"—ADDRESS AT CHICAGO, JANUARY 31ST.

By C. W. Post.

Founder and Chairman, Postum Cereal Company, Battle Creek.

Some men think the subject easily disposed of by saying, "The advertiser's duty to the public is to get money from that public," and let it go at that. But it seems to me such men get small joy from the great game of life. Years ago articles were sold by salesmen through verbal presentation to the customer. The retail salesman explained the merits of the stove, buggy, shoe, gun, or whatever article the customer might be interested in. Nowadays the merits of various articles are explained to the people through the press.

In the old days the salesman talked to one customer at a time. Nowadays he talks to perhaps 100,000 or 1,000,000 at a time, explaining carefully the merits, so that when the reader concludes to purchase he knows of these merits before he buys. The advertiser is a salesman, and he must be of the highest grade if he succeeds.

It is easy to understand that a salesman in a retail store could never build up and hold customers, unless his statements be made in a convincing way and truthfully. This is particularly true of the large salesman, the general advertiser. There is a curious sense of acquaintance grows between the reading and buying public and the advertiser. People who have read his varied announcements from year to year feel they know him, very much as the merchant grows to know the traveling salesman who calls on him from time to time, and mark you this, if the public continues to buy the commodities offered by the advertiser, that in itself is

some evidence of favorable friendship.

How important it is, then, that the advertiser so conduct his business and statements as to not only win, but keep the friendship of his friends gathered from the general public.

There may have been men who were foolish enough to believe they could build up a business and maintain it based upon misstatements and deceit, perhaps like the individual who advertised the pair of rubbers for ten cents and sent a pair of elastic bands, but I cannot at this moment recall one single successful business enterprise built up and maintained by wide advertising that is selling goods lacking in the merit claimed for them through the advertisements.

That seems rather a broad statement, but the only way I can qualify it is by saying that some rather extravagant claims appear from time to time, even surrounding well-known, reputable articles, but this is the exception rather than the rule.

I have at times been charged by adverse critics with making statements regarding Postum and Grape-Nuts that could not be verified upon examination. I would like to answer all of that class of critics by saying that I will offer \$1,000 to any one who will bring to my attention a misstatement or untruth in any of the advertisements that I have put forth at any time, now, or in the past, regarding these products. I feel that a man should not attempt to criticize unless he knows the facts.

I maintain that there should be as high a code of ethics among advertisers as among physicians, and that code should commence with absolute honesty of statement and integrity of purpose. Any advertiser who forgets these fundamentals brings disgrace upon himself and incidentally hurt to the whole community of honest advertisers.

Some years ago I ended a four-years' service as president of the National Association of American Advertisers, a body of men who expend between \$20,000,000 and

\$30,000,000 a year with newspapers and magazines. This does not include the tremendous appropriations made by the large stores in our cities and the smaller stores in the smaller cities. The National Association is largely made up of what are called national advertisers. The money these men pay into the publishers makes it possible for the production of the beautiful magazines of the day, and the wonderful volumes of information known as our daily newspapers. Without the advertisers' money the magazines and papers would be few in number, and very scanty in appearance.

Following this subject a little further. It seems plain that the advertisers have contributed very largely to the widespread extension of reading and educational matter which our American people enjoy to-day.

Some years ago I was impressed with the belief that an extensive advertiser who talked to the people every day, or every week, had a most unusual opportunity to occasionally inject some worthy information of an educational value, and that in reality it was his duty to do this from time to time, without scattering or neglecting his business talk. It seemed to me quite like the traveling salesman of a good character, who not only is able to present the merits of his goods in a favorable way, but, by the general character of his conversation, his customers felt that they were learning something every time he called. I have never seen reason to change my opinion on this subject.

Another duty of the advertiser, it seems to me, is to assist in the growth and circulation of reputable newspapers and magazines, and to discountenance the other sort; that is plainly his duty as a common citizen. At the annual convention of the Association of American Advertisers, at the Hotel Astor, in New York, January 20th, I had charge of the presentation of this subject. It is so pertinent that I am going to repeat to you here a portion of what was said:



A group of advertising men, while at lunch the other day, were talking about what are known as "one-paper towns," meaning cities where some one newspaper is so strong and so thoroughly circulated that it is quite sufficient, as an advertising medium, to completely cover its city.

Seven of the men took slips of paper and, without consultation, wrote thereon the names of several newspapers which in their individual opinions met all the requirements.

Five of them named, among others,

The Memphis Commercial-Appeal

Four of those named it first. Only one other newspaper was mentioned as often as three times.

The gentlemen are all well known members of the advertising fraternity and at a rough estimate handle advertising appropriations aggregating over four millions of dollars each year.

While their personal opinions are not necessarily proof, we have the facts and figures that are, and will cheerfully produce them.

The MEMPHIS COMMERCIAL-APPEAL carried 7,534,296 agate lines of advertising during 1909, a gain of 545,044 agate lines over 1908.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

THE strength of a newspaper in its community is indicated by its circulation gains.

In Omaha and the surrounding district the daily World-Herald closed 1909 with the substantial gain shown by these figures:

December, 1909, 52,400

December, 1908, 45,120

This is a gain of 7,280, or 16% over 1908, proving the constantly increasing value of the World-Herald as a medium for all advertisers.

Last December the Omaha merchants offered to investigate local newspaper circulations. The World-Herald and the News accepted. *The Bee refused.*

It's the *World-Herald* in Omaha!

VERREE & CONKLIN, (Inc.)

Representatives

New York and Chicago

March Issue

to press

February 15th

Spare Moments

ROCHESTER, N. Y.

100,000 Copies

40 cents per agate line

First issue under new management.
\$20,000 appropriated for new subscription campaign. For further particulars address

SPARE MOMENTS

ROCHESTER, N. Y.

C. T. JOHNSTONE FRANK A. WOOD

Publisher

Adv. Mgr.

Since the early days conditions have changed, and it has now come to the place in the roadway where certain publications have seen fit to pander to the hate for the thrifty, which exists in the minds of the unthrifty and ne'er-do-well element of humanity. These publications tend to incite the passions of the mob, and are distinctly dangerous to the welfare of the peace-loving people in America, fortunately, by far the great majority. Nevertheless, by the acts of these thoughtless publishers, seeking at any cost of principle or right to add to their circulation, they are helping to build up a strong sentiment of lawlessness, socialism and anarchy.

There are men, thank God, who consider that building up character, beginning with themselves, and extending to their associates and employees, is as important as the acquisition of money. Such men see far enough into the future to at least hesitate when it comes to the question of contributing money (of which they are really the stewards for some great power which seeks a wise distribution), and one place they hesitate is when asked to contribute funds which they know will be used for the propagation and dissemination of literature directly applied to the building up of the mob spirit, looking to the destruction of all property rights, and with that the destruction of the liberties of the people.

I advocate, therefore, that from now on the reports of our auditors shall not only recite what the circulation of the publication is, but that we shall have a careful report as to the character of circulation, its quality, and the kind of readers the publication appeals to.

Right at this point some of our spineless ones, born in an atmosphere of fear, will be seized with the chattering chill, and shout that we are trying to "dictate the editorial policy of the publication." That sentiment is inspired primarily by cowardice, and is unworthy of any member of this association. We have the right, and some of us the desire, to know exactly what the character of the publication under consideration is, and also have the right to withdraw any advertising appropriation from a publication which we think does not advocate the liberties, rights, and interests of the masses of the people when attacked by the organized forces of either capital or labor, selfishly seeking gain to the members of these smaller organizations, that gain to be extracted from the people at large, and frequently, as shown by the arbitrary demands and often criminal violence.

There are some ludicrous things boil up to the top in cooking this question. A time ago I went to see a newspaper play, "The Fourth Estate." It was written partly by Joseph Medill Patterson, and the playwrights worked in a situation where some heavy advertisers threatened to withdraw patronage unless the paper protected a corrupt judge of a court. That yellow streak, it was thought, would please the galleries. The fun comes in when we realize that in the infernal teamsters' strike in Chicago, when some thirty-odd citizens were murdered, and over 5,000 other citizens assaulted, acid thrown on horses, acid

poured down the throat of an unconscious man, and all known forms of demoniacal cruelty to man, woman, and beast indulged in, one of the biggest newspapers refused to print articles denouncing the devilry and civil war, even when full advertising price was offered.

And the reason was that, according to the admission of the managing owner, "the union men in the typographical, stereotyping and press rooms didn't think it wise." I have absolute proof of this. Here we see that the advertisers did not control the policy of the paper, but the Labor Trust did, and, lacking denunciation by the leading papers, a band of outlaws ruled that community for weeks, crippling, maiming and murdering citizens, and stopping the activities of a great city, under command of a criminal now doing time.

As a large national advertiser I have vehemently protested against such acts of cowardice in some newspaper offices; not, mind you, to force the publishers to defend any rascality or crookedness of the advertiser, but to defend the common man from the violence, destruction of property, inconvenience and loss.

I here challenge any publisher to produce evidence that any large advertiser has at any time threatened to withdraw his patronage to force the publisher to cover up some crooked act of the advertiser. On the other hand, I can, and will, produce a number of cases wherein some publishers have bowed down with humiliating servility to the orders of the Labor Trust, and protected its members from exposures which the public have a right to in the interest of common humanity. Conditions have changed for the better in the past two years. The American public have cause to feel grateful to the great majority of publishers for their independent attitude in defense of the right, a deep-seated sentiment inherent in the most of our writers.

After the presentation of this matter the convention adopted the following resolution:

Resolved, That hereafter reports to members shall state the findings of circulation, also report on character of medium, and have printed on our reports the following "General Character, Farming, Religious, Trade, Society, Favors Union Labor, Financial, Non-Partisan on Questions Between Capital and Labor. Remarks."

The Milwaukee *Evening Wisconsin* has closed one of the most successful years, in the foreign field—an increase of over \$13,000 over that of 1908.

The Albion, Mich., *Mirror-Gazette* has suspended publication. The Mirror Printing Company, which has been published it, will now turn its attention exclusively to making labels.

The Boston News Bureau is sending out financial copy for Jackson & Curtis. One paper in the larger New England cities is being used.

Net Circulation

Annually, for many years, our (sworn) circulation statements have been issued net, i. e., returns, overs, spoils, etc., deducted.

Portland, Me., Express

Daily, 1909, Average 15,219

SUNDAY TELEGRAM

Daily, 1909, Average 10,505

Largest Circulation of any Maine newspapers. Daily and Sunday. Lowest rate per thousand.

JULIUS MATHEWS, Representative

Write For

Hull's Credo

Just Out



HULL is the man who has no axe to grind. Is not affiliated with any advertising agency, contractor or publisher. His opinions are candid because there is no commission to lose. Send a stamp for his credo.

JAY WELLINGTON HULL
TRIBUNE BLDG., NEW YORK CITY

Funny Things That Happen In Advertising

Satirizing the list of questions which the Advertising Affiliation proposes to ask agents, is a clever document which, it is darkly hinted, was inspired and circulated by advertising agents as a retaliatory measure.

This document is labeled "Information for Advertising Agents," to be filled in by all advertising managers, and sworn to before a notary and the secretary of the "Assimilated Association." These are a few of the easy questions propounded:

What is your real name? Day address? Night address? Who pays your salary? How much, and what for? What do you do with it all? (Expenditures must be classified as follows: Wine, \$ Women, \$ Song, \$) In your opinion what proportion of your real value is your salary? Have you ever held a job longer than thirty days? Explain how it happened. How many stenographers do you employ? Do you expect night work? Have you any outside connections?

How many high-balls does it take to inspire "human interest" copy? Are your goods as bad as your advertising? How long has your house been with you? Are you a scientific or a practical advertising man? What personal "rake off" do you expect from your advertising agent? Do you expect the agency to do all the work or what is left? Besides advertising, what other dishonest occupations have you been engaged in? Were you ever caught stealing chickens? How much surplus money has your company? Can you get them to just hand it over, or must the agent give them a run for the money? Do you make a practice of talking before advertising clubs? If so, for whose benefit, yours or that of your company?

Give mother's maiden name; occupation of father, grandfather, and all uncles, cousins and brothers; names of any relatives now in jail; names, sex and ages of all your children; number and kind of automobiles you own; complete statement of assets and liabilities of yourself and firm; your politics and religion; your weight, complexion, color of hair and eyes; the kind of shoes, hose, underwear, collars, shirts, and hats you wear, and any and all additional information you have concerning yourself and every one else.

Barratt O'Hara, now assistant advertising manager of the *Chicago Examiner*, is the first advertising man to come out openly as a student of pugilism. Many advertising solicitors, who used pugilistic methods to get business, have carefully shielded their interest in fisticuffs. Mr. O'Hara, however, is proud of his interest in the art of progressive self-defence, and has just published a book, entitled "From Figg to Johnson," which is a complete history of heavyweight champions from the time of James Figg to Jack Johnson. He traces the development of the sport from 1719 onward, and it is quite entertaining reading.



SUCH IS ADVERTISING FAME.

For fulsome, serious magnanimity there is absolutely no country like Germany. The general manager of an American manufacturing firm was recently fined \$37.50 at Bostock for having sent an advertisement through the mails heavily bordered with black, as though the communication were a death notice. Without the slightest gleam of humor in its eye, the court held that such an advertise-

ment was a gross misdemeanor. Announcing that the punishment would have been more severe had the fact not been taken into account that the accused man was an American, and had brought with him to Germany "the advertising customs of his country."

The volumes the judge left unsaid and inferred as to the brazen, shameless, villainous, machiavelian, grewsome, thug-like and penitentiary-deserving advertising customs of America, would fill many books.

* * *

An Englishman of the most conservative type walked up Chestnut street, Philadelphia, the other day. Casually looking up at a little commotion in the street, he stopped, emitted a great gasp at what he saw, and nearly fainted. A bedstead manufacturer, to advertise his wares, had taken a white enamel bedstead and placed a wheel at the foot of each leg. Shafts were attached to the front of the bed and a horse was drawing the strange looking vehicle through the streets. The driver, comfortably reclining upon pillows and covered to the arm pits with blankets, was holding the reins and smiling a smile of glorious ease. Everybody smiled, passed on and forgot it, but the Englishman shook his head and mumbled for a block, and wrote to all his friends in England long screeds regarding the perfectly shocking vulgarity of American advertising—and by the same token, the general vulgarity of all American people.

* * *

The expert training which Curtis P. Brady, secretary of the S. S. McClure Company, has received for years as a magazine solicitor who lets nothing get away from him, stood him in splendid stead the day before Christmas. Mr. Brady was on a northbound New York City subway express when he felt a hand in his overcoat pocket. He grabbed it but later let go, and then discovered that



Binghamton, N. Y.

THE BINGHAMTON PRESS circulates over 21,000 copies daily.

52% of them go into Binghamton and suburbs. (Lestershire, Endicott, Union, and Port Dickinson).

70% of them go into the section comprised within a radius of 20 miles of the Press building.

80% of them go within the 30-mile radius, and more than 89% of them go within the 40-mile radius.

You can cover Binghamton and suburbs completely with the BINGHAMTON PRESS.

It's a model 20th century evening newspaper. Ever see it?

It took brains and money and tireless energy to make it what it is, but it is worth it, and so is Binghamton, N. Y.

Ask us to tell you more about both.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

his supply of subway tickets had been taken. When the thief got off the car Brady followed him and collared the young man in the underground passageway. The light-fingered youth showed fight, but Mr. Brady was game and saw the thing to a finish in court, when the thief was held in \$1,000 bail.

* * *

Every now and then one runs across an ad which announces that "this space is being reserved" for such and such an advertiser. This is somewhat of a joke in itself, reminding one of the young man who was invited to stay over night because of the rain, but who nevertheless ran home to get his night shirt.

The following ad, where the devil holds the stage and is announced to be keeping the space hot for the advertiser, goes this

QUEEN REAL ESTATE FOR SALE. QUEEN REAL ESTATE FOR SALE.



IS KEEPING
THIS SPACE
HOT FOR

**W. C. Reeves
& Co.'s**

Opening Announcement of
New York City
Building Lots at
\$260 Each

City or Village for
Perfection

W. C. REEVES & CO., 124 East 21st St., N. Y. City.

reserve space scheme one better. When it is necessary to call in the devil to keep your advertising warmed up, things are getting to be in pretty bad shape.

* * *

One dark cloud hangs over advertising success. It is in the shape of a black hand appearing on the horizon and threatening plutocrats who are stuffed and suffocated with the money they have made from advertising.

Asa G. Candler, one of the financial backers of Coca-Cola, got a "black hand letter" the other day demanding \$20,000. A decoy package was fixed up, but nobody appeared. Later a more terrible letter arrived. There is no telling

what calamity may be happening to the Coca-Cola magnate.

* * *

**OLD
PURITAN RYE**

HAS STOOD ALL THE
TESTS OF TIME.

AT ALL GOOD BARS AND FIRST CLASS DISTRIBUTORS
D. SACHS & SONS, SOLE CONTROLLERS
LOUISVILLE, KY.

IS THIS AN ILLUSTRATION OF PURITAN
HARDSHIP?

* * *

We have noticed that if a thing isn't very good to eat it is called a "delicacy."
—Topeka Capital.

OPPORTUNITY FOR GOOD ADVERTISING MAN

An Advertising Agency, long established and prospering, requires the services of a first-class advertising man of business getting ability.

Only one who is in a position to take a substantial financial interest in the company is desired.

To the right man this is an exceptional opening as the opportunity to greatly increase the volume of business is excellent.

If interested please address in confidence.

G. B., Care PRINTERS' INK.

NEW PACIFIC COAST AD CLUB.

An association of the advertising men of San Francisco was formed January 13th to arrange for a convention of the Pacific Coast Advertising Men's Association, which is to take place here during the year.

Plans for the convention were begun. It is proposed to hold a comprehensive advertising exhibit here during the convention, to show advertising in all its features, from the billboard to the finest product of the advertising poster artist's work.

William Woodhead, advertising manager of *Sunset*, presided. He was elected president of the association. Others elected were: S. P. Johnston, J. Charles Green and F. E. Scotford, vice-presidents, and F. L. Wheeler, secretary and treasurer.

A new agency has been started in Milwaukee. It is to be known as the Carl Worst Advertising Service. Mr. Worst has for many years been with the Otto J. Koch Agency, of Milwaukee, and advertising manager of the Selz Shoe Company, of Chicago.

The Manitoba *Free Press*, of Winnipeg, have been using page space in two dailies in Toronto, and one in Montreal, calling attention to the wonderful growth of the cities in western Canada. A feature of note in this advertising is the frank avowal of the *Free Press* that it no longer entirely covers the West, and that it is wise policy for an advertiser desiring to cover that field to supplement the *Free Press* by using publications in some of the larger cities west of Winnipeg.

IT'S "UNDERBERG" FOR THE RESTFUL FEELING

When the day's work and worry is over you can get rid of depression and fatigue in half a minute by taking a drink of that refreshing brain- tonic—

Underberg Boonekamp Bitters

Just tell the man you want UNDERBERG and don't let him fool you into taking something "just as good," because it doesn't exist. Over 7,000,000 bottles of UNDERBERG have been imported into the United States.

Enjoyable as a Cocktail and Better for You

A favorite at all the leading Hotels, Clubs, Restaurants, and on sale by the bottle at wine merchants and grocers. Ask for UNDERBERG and see that it's the original. Booklet free.

*Bottled only by H. Underberg Albrecht
Rhelnberg, Germany, since 1846*

LUYTIES BROTHERS, Sole Agents, 204 William St., New York

Price
\$12.00
At Factory



Quality
Excellent

We also make
School,
Church
and Opera Seats,
Lodge Furniture.

SAVE ROOM

Most convenient and practical low-priced Typewriter Stand on the market. Made of selected Oak, fine golden finish 44 in. long, 24 in. wide; Pedestal 30 in. high; 3 drawers and extension slide; Paper Cabinet with shelves 14x8x1 1/4 in.; Cabinet has roll curtain front and copy holder. Order from dealer if he has it or will get it; otherwise from us. Do not accept a substitute; no other Typewriter Stand is "just as good."

Ask for Catalog by Number Only.

No. 230—Office Desks, Chairs, Files, Book Cases, etc.
No. 430—Upholstered Furniture, Rockers, Davenport, Couches, Settees.

E. H. STAFFORD MFG. CO., 242 Adams St., Chicago, Ill.

RIDGWAY ON COMPETITION, IMITATION AND "KNOCKING."

THREE BIG SUBJECTS HANDLED WITHOUT GLOVES BY THE PUBLISHER OF "EVERYBODY'S" — HAS BORROWED PLENTY OF IDEAS FROM OTHER SUCCESSFUL MAGAZINES AND IS GLAD OF IT—NO ONE IS WHOLLY ORIGINAL, AND NO MAN IN BUSINESS TO-DAY BUT HAS BORROWED RIGHT AND LEFT FROM OTHERS.

Erman J. Ridgway, of *Everybody's* and more recently of the Butterick Publishing Company, gave the Chicago Advertising Association the kind of a talk that busy men always have time to listen to. The following report from the *Commercial Union* is evidently stenographic and for that reason is particularly interesting. If more of the addresses at advertising dinners possessed a similar directness and personal flavor, the membership in advertising clubs would be considerably larger.

"Let's get together in improving the relations of business men with each other.

"I want to tell you that there should be no place in our business methods for the 'knocking' of competitors. Any man who makes any other man's game harder ought to be brought to task. I realize that we in the advertising business may let slip some hot word, or even thoughtless comment, that will do damage to the other fellow; but we owe it to ourselves as advertising men to play the game fairly.

"I have always tried to maintain in our office the principle that it is not necessary to ruin any one else's business to make ours.

"It is hard for the younger and older boys to realize that when they criticise a rival they are reflecting on their own business. An advertiser sitting at his desk placing business who listens to a stream of conversation, all of it praising one medium, or one class of mediums, and criticising other mediums, naturally — inevitably — must in his own thought begin to

wonder if there is not something wrong about the whole business; whereas if a man takes the position that he is working for his house first, but is glad if he can in justice say a good word for the other house, the effect on an advertiser must inevitably strengthen all advertising. As a working principle this attitude is invaluable.

"I should very much rather lose business than to run it in our periodicals knowing that it had been gotten at the expense of the character of some other worthy man. I am a bit selfish in talking to this point.

"The publications with which I have recently associated myself have suffered considerably in the past from criticism; I think some of it was justified, but all of it I believe was unnecessary.

"I don't believe anybody else has profited proportionately and to a sufficient degree to compensate him for any harm he may have wittingly or unwittingly done to those properties, and I cherish the opportunity I have to-day to say to you that we would appreciate the utmost consideration on the part of all of you at this time while we are in a measure rehabilitating ourselves with the advertising public.

"It may be unusual for a man to stand up in a company like this and talk as frankly as I am doing, but that is my habit, and when I want anything, the easiest way is to ask. If I had the assurance from this company that they would be willing to stand for it, I would be willing to talk until this time to-morrow, if you would listen, to accomplish this end.

"The other point I wish to have you realize is quite another feature of the business.

"Nearly every man has some more or less justified complaint because some other man in his line of business has imitated him. No man who prepares good copy can be sure of having a monopoly on the use of that copy; you have all felt this in your various lines of work. If a man has an idea worth anything it has been imitated, and he is inclined to resent it. I want to talk a little about

this, and perhaps throw an entirely new light on it.

"Take a copy of *Everybody's Magazine* and glance through it hurriedly. If the covers were off that magazine and two or three others, typographically I could not tell them apart or distinguish the difference between our magazine and others.

"Now, it would be very easy for me to say that the other fellows were imitating me, but when I stop to think the matter over I remember several balancing considerations.

"I learned what I know of the business side of the publishing business from Mr. Munsey, and when I left his institution, with great regret, I availed myself of all the knowledge I had learned up to that point. I brought into *Everybody's Magazine* Mr. Munsey's department of storiettes and called them 'Little Stories of Real Life.' I started a stage department and called it 'The Players,' and did everything I could to borrow from the Munsey publications everything I thought gave them strength that our magazine did not have.

"Then I went over to McClure's shop and borrowed from him his conception of the needs of the American people. Mr. McClure was the first magazine man to start these public campaigns against privilege and political crimes. It seemed like a remarkably good lead; it fitted with my personal feelings; and I had no hesitation in borrowing it and copying it in my own way.

"Then I went to Philadelphia and found a department of short stories, and borrowed that, calling it 'Under the Spreading Chestnut Tree.' Then when necessity came along and I could not turn the magazine out for 10 cents and live, I took another leaf out of Curtis's book and made the price 15 cents and got away with it.

"Then I got in another hole and it looked as if I might lose the control of *Everybody's Magazine*, and I talked with Ben Hampton, who is one of the cleverest men in America—in imitation as well as other things (and is right in



A WEEKLY AVERAGE OF 226,178 copies

Here's an extract from a letter received by us, February 3, 1910:

"Please have GRIT sent to my home address as below for two or three months. I read your rather unusual advertisement in PRINTERS' INK of a week or so ago, and combatting a pigheaded idea that I knew all about the paper that it was necessary I should know, I phoned to my fileroom and had a copy brought to my desk. Your advertisement gave me the key, the chord. In five minutes I understood your reference to *The Saturday Evening Post*. Both great in their own way, eh? Well, I'm sending you a schedule to begin at once, and if subsequent issues confirm my present impressions, I'll be with you a long time. Did you ever hear Dr. Conwell's lecture, 'Acres of Diamonds?' "

Big general advertiser, piece of business for which we've been working and hoping a long time.

It might be well for some more of you to read that half-page advertisement. It ran in PRINTERS' INK, issue of January 26, page 32.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

my own class in fact, in that regard)—and Ben said, 'Why don't you advertise your stock in your magazine?' I said I did not think I could get away with it. Ben said, 'I think you can'; so I wrote what seemed the proper advertisement, and it sold all I had to sell in one issue. I borrowed that from Ben Hampton.

"The point I am trying to get home to you is that nobody is wholly original, and that the man who cannot keep out of the other fellow's way with new things is going to get run over, and it is up to him to keep out of the other fellow's way and not complain.

"There is no man in business to-day, however successful, who has not borrowed right and left from every one else who has gone before him, and who is not borrowing every day from every possible source.

"When I point out that view of the case, you see how the situation begins to clear and what a pity it is to waste the time complaining about the other fellow, that you might be putting in getting out something new that would take him a little while to get around to.

"Another thing in this same connection I would like to speak about, if you will bear with me, is the appreciation of the value of a successful rival to your business.

"A magazine that has the precedence in its field—a precedence so great that no other publication is in its class—is in grave danger. It is easy to understand when you stop to think of it. The people buy what there is a habit of buying. The more people you can get to buy magazines, the more people will buy your magazine.

"If a man goes into another man's house and sees him reading a magazine, it puts the thought into his mind that he ought to read them; in other words, the more magazine readers we get, the more we are going to get. The more magazine readers Curtis, McClure, Munsey, Phillips and all the other publishers get, the more people I have a chance to reach with my magazine. Do you

follow me? Their success helps my success. If we can make magazine reading popular, we are all successful.

"It is even more so in advertising. What would be the situation to-day if there were only two successful periodicals? How quickly would all the other interests that exploit advertising sweep that business away? With the newspapers, the billboards, the street car and other interests crowding, and the magazine business with only two successes, it would be only a little while and there would be no successful magazines; that is the point I am trying to make, although not as clearly as I would like to.

"The more successful magazines in my particular line that come into the field, the better I like it; and when you realize that, you see how simple it is for me to help other fellow's games, knowing it will help me, too. It may not be immediately, but there is no reason why the good magazines should not be full of business, if they only make them good.

"The advances magazine publishers have made in the last five years have been an extreme gratification to me."

Not long ago I asked a grocer in a small town how many farm families tributary to his town use cereals. The answer was: "About all of them, or, at least, as large a proportion as in town." And yet the great cereal advertisers, almost without exception, do not think the farmer's trade is worth bothering with.—*Arthur Capper.*

M. C. Watson, New York, has been appointed special Eastern representative of the Bloomington (Ill.) *Pantagraph*.

WE HAVE PREPARED SUCCESSFUL SHOW-CARDS AND WINDOW NOVELTIES

for Bovril, Armour's Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews' Aerial Gause Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course of preparation. Advertisers desirous of securing "out of the ordinary" attention, arresting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

T. Mathews & Co., 12 Short St., Leicester, Eng.
United States Representative
MR. FRANK A. SPRINGER
2309 Shenandoah Avenue, St. Louis, Mo.



*Wait a Bit,
Mr. Newspaper-Man!*

DO YOU RUN SERIALS?

Ought to, if you don't, no matter whether your circulation is 1000 gross or 500,000 net.

Nothing makes a newspaper so eagerly looked for in the home, so thoroughly read, or kept and prized so long, as a rattling good serial story.

Serials of the right sort mean more circulation, *home* circulation. And home circulation means some mighty strong talking for your advertising solicitors.

Through my SERIAL SERVICE TO NEWSPAPER-DOM I offer you just that sort of serial story—and no other.

Just now, in order to introduce my service, I am offering—for a strictly limited time—a

Free Ad-Getting and Circulation-Building Prize Contest Plan

for newspaper use, in connection with the serial rights to Louis Tracy's great novel of love and adventure, "The Message," the latter at a reduced price. "The Message" is ideal for serial purposes and my special introductory price is, in itself, inducement enough and puts this splendid story within the reach of even the smallest newspaper.

But to bring even quicker action, I have had prepared, especially for use with "The Message," a remarkable Prize Competition Plan which I offer you absolutely free. Aside from its elevating influence on your circulation, this Plan cannot fail to bring you a big volume of new advertising and to greatly impress your regular advertisers.

Write me for my complete offer to-day, using coupon if you wish.

EDWARD J. CLODE

PUBLISHER

*Serial Service to
Newspaperdom*

156 Fifth Ave.
New York City

Out out and mail to-day.
E. J. CLODE, 156 5th Ave., N. Y.
Dear Sir:—Please send particulars of your special Serial Offer and FREE Competition Plan.
Name
Newspaper
Address



A CHICAGO BANK'S PREMIUM OFFER TO DEPOSITORS.

10,000 POST-CARDS USED TO ADVERTISE THE MONROE NATIONAL BANK'S MAGAZINE PREMIUM OFFER—AWAKENING INTEREST OF BANKS IN ADVERTISING.

By Omer F. Doud.

Edwin F. Brown, president of the Monroe National Bank of Chicago is sending out 10,000 post-cards, which bear the following:

"Any new depositor opening a savings account with \$20.00 or more before January 15, 1910, will draw interest on the amount from January 1st, at three per cent per annum, and in addition will receive with our compliments a year's subscription to any one of the following publications: *Base Ball Magazine*, *Boys' Own Paper*, *Boys' World*, *Cassell's Little Folks*, *Cosmopolitan Magazine*, *Etude*, *Everybody's Magazine*, *Girls' Companion*, *Girls' Own Paper*, *Good Housekeeping*, *Ladies' Home Journal*, *Little Folks*, *McClure's*, *Metropolitan*, *Munsey's*, *Musican*, *National Magazine*, *Outdoor Life*, *Pearson's*, *Physical Culture*, *Pictorial Review*, *Saturday Evening Post*, *Sis Hopkins*, *Smith's Magazine*, *Success*, *Van Norden's*, *Youths' Companion*.

There are twenty-seven publications in the list and every trained advertising man will doubtless feel that he could improve the list. Nevertheless, it is the effort of a banker to depart from the beaten path, and it is an effort fraught with wonderful possibilities for both banker and publisher. Also, it is a courageous move in the right direction, and one that will bring down the wrath of the entire banking community. The stock ticker devoted eight or ten inches of its valuable tape to discussion of the post-card, and bankers everywhere will devote reams of conversation to the dire results sure to follow. Only those intimately associated with the banker, and familiar with his peculiar line of reasoning on advertising matters can realize the enormity of

Mr. Brown's offense to the ethics of banking.

Large metropolitan institutions have advertised for savings accounts only during the past few years. Twenty years ago an advertising banker was classed with an advertising attorney or doctor. They were to be avoided scrupulously, never to be trusted with so important a thing as the people's money. But in those days bankers sat behind their desks and waited to be solicited to take accounts. There was very little competition. The banker was merely a retired business man of irreproachable morals.

Many advertising men, young and ambitious, have taken positions in large banks with the title of "advertising manager." They shortly found themselves to be a kind of supervising printer. Originality was promptly stamped out as a dangerous thing, not to be trifled with, and the enthusiast was compelled to content himself with the selection of pretty type faces in which to couch his stilted, dignified English.

There are some good reasons why a bank cannot adopt the usually successful methods of the average business house. Their position as a guardian of public funds is one of more than usual dignity, but there are many honorable and conservative methods of bank advertising, not now in general use. For instance, it is rare that one sees a bank advertised by an electric sign. Street-car advertising is not considered quite the proper thing by the big "downtown" banker, although the smaller suburban bank may be a steady patron of that medium. It is, of course, impossible to trace any direct results to local bank advertising, and the banker's theory is that every dollar spent in advertising for saving deposits is money invested in creating confidence in banks as a whole. He hopes to induce people to save, but does not expect to influence the depository. In fact, where a clever advertisement put out by a small savings bank might create a desire to save, it is entirely reasonable to suppose that the de-

positor will select the largest savings bank in the city.

The Monroe National Bank is a small institution comparatively, and, necessarily, is subject to that disadvantage in soliciting savings accounts. They are compelled to give a personal service superior to that of the larger bank, make friends with each depositor, and in that way secure his co-operation. It was with this thought in mind that President Brown first distributed cards among his depositors, offering a subscription to those who bring a new \$20.00 account. The success of this scheme led Mr. Brown to send out the 10,000 cards above referred to. The results were astonishing. Several hundred letters came immediately, asking for further information, and in the following two days a number of new accounts were opened.

"There is no string tied to the offer," said Mr. Brown. "Of course, a number of people opened accounts who may withdraw them as soon as the magazine begins to arrive. That will be our loss. However, I think the people interested in reading such publications as these are not of the 'quitter' variety. It should attract the fair-minded middle classes."

Victor Bender, for many years publisher of the Council Bluffs *Nonpareil*, has purchased the controlling interest in the Springfield (Ill.) *News*, and has assumed editorial charge. Arthur D. Mackie will continue as business manager. The *News* will continue to be an independent Republican newspaper

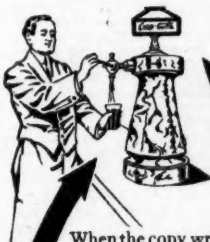
Fred T. Hall, formerly advertising and sales manager for the Jennings Company, perfumes, Grand Rapids, Mich., and of late assistant advertising manager for Butler Brothers, has been appointed advertising manager for Finch, Van Slyck & McConville, wholesale dry goods, St. Paul.

Verree & Conklin, after February 1st, will represent the Tacoma *Ledger* in the foreign field.

The list of papers owned and controlled by S. G. Perkins are the Tacoma *News*, Tacoma *Ledger*, Bellingham *Herald*, Olympia *Olympian*, Olympia *Recorder* and Everett *Herald*, and are all to be represented by Verree & Conklin.



Brain Fagged?



When the copy writing or the soliciting day's work has fairly squeezed every drop of juice out of your brains and your nerves are tied in hard knots buy yourself

A Glass of

Coca-Cola

It will relieve your mental and bodily fatigue—calm your nerves—refresh you and please your palate.

5c

Everywhere

Whenever you see an Arrow think of
Coca-Cola

THE PUBLISHERS MAKE THEIR DEFENSE AT WASHINGTON.

LIVELY HEARING BEFORE POSTAL
COMMITTEE—DINNER OF PERIOD-
ICAL PUBLISHERS' ASSOCIATION
TO TAFT—PRESIDENT PROMISES
FAIR PLAY—CARRYING COST RE-
PORT ANSWERED.

The magazine publishers had a strenuous time at Washington last week. George W. Wilder, president of the Butterick Publishing Company, and Cyrus H. K. Curtis, president of the Curtis Publishing Company, were before the House Committee on Post-Office and Post Roads, and also gave a dinner to President Taft.

Some fireworks went off at the House Committee meeting, when the publishers got on the stand. The committee members did not waste much suavity on the publishers and everybody got a little excited for a brief time, when the committee called sternly for "constructive criticism." Mr. Wilder passed out some straight-from-the-shoulder abjuration to the Department.

"I tell you," said Mr. Wilder, "get a man to run the Post-Office Department who understands up-to-date business methods, and then if he recommends a change in the rate put it on all alike. Don't separate the newspapers and magazines. There is nothing to justify that. Be men, and if you must do something, do what is right."

This visibly angered Chairman Weeks, and some warm argument passed back and forth regarding salaries of post-office officials, and poor management; the committee rebutting with the fact that prominent business men have headed the Department.

Cyrus H. K. Curtis then took the stand and informed the committee that in order to satisfy the demand for some constructive work by the publishers, instead of arguments against the management of the Department, a movement would be started at once to boom through the periodicals of the country the plan of the Penrose-Overstreet Postal Commission for a Director of Posts, who should be outside of politics and remain in charge without respect to changes in political parties.

This suggestion of "political" influence in the Department again angered the committee and Mr. Curtis was heckled somewhat. Chairman Weeks said he was receiving 500 letters a day declaring that the Government was paying railways exorbitantly, and a new pamphlet on railway cost was put in the publishers' hands while the hearing was on, and an answer demanded.

The publishers naturally considered that an answer to this pamphlet was scarcely to be made in such off-hand fashion, and Mr. Wilder has now formulated a reply and this week presented it to the committee.

The Periodical Publishers' Association had President Taft to dinner January 28th, and a large number of publishers were gathered there.

"This is rather a formidable gathering to address," he said, after he had been presented by F. Hopkinson Smith, toastmaster.

"As to controversies, let me say that all are questions of evidence, questions of fact, that must be weighed broadly to reach an ultimate conclusion. It is the case with every trust, as much as we condemn them for their iniquities, the evidence must be weighed. It does no good to denounce a person on the witness stand if he testifies against you.

"You controllers of public opinion and controllers of the rulers of the country may hammer a man into indifference as to what you say, but at that he will come nearer to doing right than if he tried to fight. But, seriously speaking, I would like to say that when you criticize a poor devil exercising a different responsibility, first give him the same benefit enjoyed by every criminal, that of reasonable doubt.

"In respect to this matter of the postage, it is for judicial investigation, and a conclusion should be reached on a calm business basis. I have no doubt that you will find in the committees of Congress that careful judgment that is needed.

"I don't agree with some of the committee who started out by shouting 'grafter and robber,' but nobody should be led astray just because some gentlemen's heat carried them away from the bounds of judgment."

Prolonged cheers greeted the President's talk.

Senator Dolliver went directly to the postage question, saying:

"I venture to predict before the postage is raised on the literature which is being read by millions of Americans, there will be rather an elaborate examination into the expenses and administration of postal affairs."

Among the other speakers were the Italian Ambassador and Speaker Cannon.

Mr. Seitz declared that the postal deficit would be \$40,000,000 instead of \$17,000,000, as at present, if the department, backed by Congress, did not go out after business like an up-to-date business house would do. He characterized the postal service as a great organization, but said that not enough advantage was taken of opportunities.

The department must decide, he said, whether it was to be run for a benevolent purpose or as a business institution. It was his opinion that the railroads were not so much overpaid by the Government as they were underworked by the Government.

He thought the Government should establish a parcels post and give the rural carriers more to carry than a few letters, and at the same time afford the Government additional revenue.

In the *National Lithographer* James J. Hannerty, of photograph idea repute, says that PRINTERS' INK was largely responsible for what success he had when entering the business.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

**STREET RAILWAYS
ADVERTISING COMPANY**

**HOME OFFICE: FLATIRON
BUILDING, NEW YORK**

**WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO**

**PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Treasurer, R. W. LAWRENCE. Secretary, J. L. ROMER. General Manager, J. M. HOPKINS. Adv. Manager, F. C. BLISS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone,

Randolph 1098. WM. S. GRATHWOHL, Mgr.

St. Louis Office: Third National Bank Building.

A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, February 9, 1910.

Postal Rates and Class Legislation

It is very plain that the recommendations for increased postal rates on periodicals were made with the same disregard of facts in the case that characterized the tariff revision.

Two big facts stand out in the controversy—the great cost of the rural free delivery service and the disorganized and in many cases excessive payments to railways. \$50,000 is being paid to carry mail over the old bridge in St. Louis, when \$500 would be nearer reason. A prominent advertising man knows of a post-office right on top of the Canadian line. A Canadian and a United States post-office are in the same building and mail could be chucked across the line by a boy. But a circuit of 260 miles is made to deliver mail by railway back into the self-same building!

The magazines have been so extremely alert to political corruption, local and national, and have so uniformly sided with the "insurgents," that the suspicion has naturally arisen that political retaliation is behind the proposal to increase rates. It is even hinted that the whole thing is a shrewd-

ly managed scare to get magazines to quit "muck-raking."

At all events, it is utterly unfair to make any assertions, pro or con, for the books do not show the railway carrying cost in detail, nor other vital things. From the facts now possible to obtain in the department reports, the proposal is confessedly to make the magazines bear the burden for what the R. F. D. service is losing. More obvious class legislation could not be conceived.

Catching Closing Dates

More than once it has been narrated how advertiser, advertising agent and publication advertising office literally "scrap" to get copy "OK'd" and off in time for press dates. More than one forwarding clerk and copy chief has sought green fields and pastoral lanes in an endeavor to repair nerves shattered in trying to "pull something across by closing day," as one puts it. It seems to advertising men sometimes as if they were "running around in circles" like excited hens, so strenuous and aggravating are their endeavors to get some copy shaped up with which everybody in authority is satisfied.

Naturally the magazines have to share the palpitations for woe and chaos follow the break-up of the publishing and mailing schedules. Up to this time the magazines have suffered in grim silence; but the worm has now turned. In the *Advertisers' Almanack*, the little house organ for Doubleday, Page & Co., there is the following heart appeal:

In every magazine office a fight occurs every month between the advertising department and the printer and before the magazine goes to press finally tempers are ruffled and friendships of long standing are strained to the utmost.

The printer has before him a final date as fixed as the North Star when the publication must be ready for issue—that date looms up like the Day of Judgment, only it is never forgotten—not for a minute; consequently, any encroachment made by the advertising department on the schedule worries him more than the suburbanite who gets caught in a blockade while rushing for his train.

The printer has his troubles; but

what bothers the advertising man is the constant fear that he will have to leave out good business (and let me say parenthetically that it grieves every publisher to the soul to leave out good cash business he has worked for; some proud advertising departments to the contrary notwithstanding).

The advertising department of a magazine, therefore, is between the upper and nether millstone, and at times it is ground exceedingly fine—the advertiser wants more than the limit, and gets it usually, while the printer yells for that last form.

Let this tale should become too harrowing I refrain from telling of the struggles incident to "position," "classification," and early forms, to barely mention the quadrupling of difficulties that go with the putting to press of four magazines.

List to this tale of woe, I beseech you, and study the calendar of closing dates on the third cover, I implore you, and

For Mercy's sake give us early copy!

The pathetic part of such situations is that with all the revision and long-drawn-out fuss over copy, the result is often worse than if nothing had been done to the first copy.

The blame for the hairbreadth escapes and the excitement of closing days is just as frequently a matter of office organization—the old fault of taking things with royal leisure until the last few days, and then getting purple in the face trying to make things move faster. Well-conducted offices don't formulate advertising piecemeal, from month to month, but prepare their advertising in series and have plates to the magazines early—wisely reaping the inevitable benefits of better position and more careful printing.

"Quality and Quantity of Circulation"

The old controversy over the relative values of quantity and quality in circulation received another airing from Mr. Post in his A. A. A. address, and also the other day at his Chicago address. He wants to have evidence of the *character* of circulation just as much as he desires figures about quantity.

Whether or not Mr. Post's idea of what constitutes quality in circulation will be accepted is not so important as the fact that he wants circulation judged gen-

erally along both lines. The almost humorous trepidation of both advertisers and publishers on this matter has been a matter of long standing. Publishers fear the incomplete judgment of advertisers regarding quantity, and advertisers fear worse things about quantity.

Quantity is a quite all-important factor, much as it is deprecated; and advertisers are the rightful judges of quality. If advertising men are not all wise enough to judge quality rightly, there ought to be a lot of opportunity for wiser advertising men to get their positions, for an advertising man is losing money for his employer if he can't judge values properly.

New Idea Contest Closes

PRINTERS' INK has for several months been running a Prize Idea Contest which has brought out a number of quite helpful suggestions.

This contest has now been closed, and PRINTERS' INK will within a couple of weeks announce the prize winners. A great variety of suggestions were offered—many of them outside the announced sphere of the contest. These have not been published, and PRINTERS' INK desires to thank the senders for their interest and regret that their ideas did not come within the contest's scope.

Exaggerated Circulation Claims to Dealers

When an advertiser creates exaggerated expectations of results from magazine advertising in the minds of retailers he is doing harm to the stimulating power of magazine advertising upon distributors.

As related in this week's issue, an otherwise well-managed campaign for a kalsomine is telling dealers that "40,000,000 readers" are reached by its advertising. Now, the slightest analysis of such a statement casts doubt on the possibility of such a reach.

Forty million is half the population of the country. It is probably more people than are live prospects for such an article, and it certainly is more people than any advertiser can hope to reach without using many more mediums and several kinds of advertising.

In this week's issue is also printed a protest against counting five readers to a magazine. This habit among advertisers has naturally been due to the eagerness to stir up retailers, but it has led to many departures from safe-and-sane relations with dealers. Doubtless there is plausible defense for the statement that an average of five persons read each copy of a magazine. But in order to make it plausible you have to count children, invalids, charity patients and many other people whose reading of the magazine has little value to the advertiser.

There is no need to misrepresent or exaggerate the influence of magazine advertising—it stands very solidly and substantially without recourse to optical enlargement. If dealers do not stir themselves when the combined circulation of six or seven million is named, then they are extremely likely not to bestir themselves at the mention of "forty million." They will have lost the power of comparison of values. And there lies the grave danger to the whole advertising business—the cynicism of the dealer at big claims of advertising—especially after some frosty experiences with advertisers who claim to reach millions but actually reach only hundreds, and that only for a brief time.

There are only about seventeen million families in America, and if the magazines could be said to reach every one of them that would be a most wonderful thing; but the magazines do not claim any such thing. It is doubtful whether they would be worth very much more than now to advertisers even if they did, for many a million families are not prospects for much that is advertised.

Ungarnished figures are always the only kind of figures which create any confidence and incite to action without subsequent disappointment.

Trade-Marks and the Courts

Lawyers are constantly alarming themselves over the trade-marks which do not have basis for fullest protection. It would seem to be a most precarious condition of affairs to say that the greater majority of trade-marks in this country are open to technical criticism—many of them quite unprotectable. From a legal standpoint it does seem most reckless the way advertisers disregard, for instance, the lawful notation of registration on each trade-mark (the exact wording of which is laid down by law), and other qualifications.

But there is another significant side to the matter. Trade-mark protection does not rest upon perfect technical adaptability and registration alone—the courts are very ably protecting advertisers upon the broad ground of unfair competition. They are passing judgment upon the actual commercial value which has been poured into a trade-mark, through advertising and trade methods. They are not disposed to let business be undermined by infringers who are obviously seeking, not to merely copy a mark, but to prey upon a reputation secured by years of hard, broad work in advertising.

Frequently, even when a perfectly protectable trade-mark is imitated so that it just escapes infringement (as in the Victor Talking Machine case) a judgment is still granted in favor of the advertiser on the ground of unfair competition. It looks very much, therefore, as if the building of reputation and value for a trade-mark, even if open to technical criticism as a mark, is a far better way of spending money and getting results than wasting energy and attention upon would-be imitators.

10 FACTS ABOUT THE CRAFTSMAN

in the words of well-known advertisers

- Oct. 28, 1909. We consider it at this time the best medium on our list.
Gates Potteries, Teco Pottery.
- April 9, 1909. Craftsman readers seem to have a way of taking Craftsman advertisers right to their hearts.
Fiske & Co., Inc., Tapestry Brick.
- Feb. 15, 1908. Craftsman inquiries are one of the things that justify the advertiser in using a class magazine.
Sherwin-Williams, Largest Paint Manufacturers.
- Aug. 30, 1909. Quarter page ad. for August brought returns at less than 6c. per inquiry.
Frost Arts & Crafts Workshop.
- Oct. 26, 1909. Experience leads us to think that your magazine is more widely bought, read and studied by the highest grade of home builders than any of the others
H. W. Covert Co., Fireplace Specialties.
- Oct. 26, 1909. We size up THE CRAFTSMAN as being that character of magazine reaching people who, when reading the publication, are in a frame of mind to consider housefurnishings.
Foster Bros. Mfg. Co., Beds and Springs.
- Feb. 15, 1909. We are frank to say that for the money expended the returns in THE CRAFTSMAN have been greater than any other medium we have been using.
Hartford Carpet Corp., Saxony Rug.
- Oct. 30, 1909. Our advertisement (1-4 page) in your journal has paid us, during the past year, in clean profit, about four times its cost. We have received orders for books and plans from every state of Uncle Sam's domain, even from Alaska, as well as from nineteen foreign countries.
The Bungalowcraft Co., Plans.
- Oct. 27, 1909. This (THE CRAFTSMAN) was one of the first mediums we took up when we started our campaign of advertising, and undoubtedly will be the last for us to drop.
Morgan Co., Hardwood Doors.
- Oct. 27, 1909. On looking over the record for the past two months, we find that THE CRAFTSMAN stands third in the number of inquiries received here. In each case, if we divide the number of inquiries by the circulation of each magazine, we are confident that THE CRAFTSMAN stands at the head.
H. B. Wiggins' Sons Co., Fab-Ri-Ko-Na.

If you had been using THE CRAFTSMAN as long as the above, doubtless you would have a similar story to tell. Give yourself a chance to find out. Write us to-day. Sample copy, rates, class of readers, circulation methods, ideas for copy, and other details gladly furnished without charge.

FRANK W. NYE,
Advertising Manager



THE CRAFTSMAN
41 W. 34th St., N. Y.

THE PSYCHOLOGY OF ADVERTISING DISCUSSED.

The Advertising Men's League of New York met February 3d to dine and listen to interesting talks by William C. Freeman, of the *Mail*; H. L. Hollingworth, professor of psychology at Columbia University, and W. J. Wessel, of Philadelphia. About sixty were present.

Mr. Freeman told some interesting experiences of his life as a solicitor of advertising, illustrating the way some employers are wholly unappreciative and others are quite the reverse when contracts of an exceptional value are brought in. Among the appreciative employers he spoke in glowing terms of William Randolph Hearst.

Professor Hollingworth took up the subject "Psychology and Advertising" in a practical way, giving some of the results of experiments he has been carrying on at his laboratory with the aid of seventy-five subway advertisements. He classed the appeals of ads in descending ratio as follows: Self preservation, personal adornment, appetite, elegance, economy and sport.

Mr. Wessels said, if he were called upon to reorganize a business, he would make sure that there was not the slightest trace of jealousy between the advertising and the sales department. He said he believed salesmen should know their goods well, but that they should know humanity and the people they are trying to reach better. He illustrated that by saying that, if he could couple the knowledge that his brother needed an artificial limb with a smattering of knowledge about a certain good grade of artificial limbs, he would have a much better chance of making a sale than the man who did not know about his brother's deficiency but had a thorough knowledge of his line of goods. He pleaded for the great value of the trade paper in aiding a distribution campaign, and for the use of simple words in advertising copy.

John Glass, Boyce Building, Chicago, has been appointed special advertising representative of the *Des Moines Register and Leader* and the *Evening Tribune* in all the territory west of Pittsburg and Buffalo.

"Boost Baltimore" is the motto adopted by the Advertising Club of Baltimore. At an address given recently before the club, S. C. Dobbs, of Atlanta, president of the National Association of Advertising Clubs, declared that no less than a billion dollars a year is spent for publicity. He declared that advertising is shaping the country's national and domestic life.

The St. Clair-Edwards Agency, Philadelphia, is sending out on yearly contracts, half-page magazine copy, and liberal space to farm papers, as well as large space to the trade papers for the Electric Storage Battery Company, of Philadelphia.

Annual Review

of

Doubleday, Page & Co. Magazines

The procession of facts relating to the progress of these three distinctive magazines during the past year without the brass bands, colors and cheers that always accompany a properly organized procession, would be as dull as a business man's parade without music. So a very short, but significant parade, of facts about our magazines follows:

The World's Work

in its tenth year.

Last year was the best in its history, with 1384 pages paid advertising.

Country Life in America

in its ninth year.

Came up to its best record with 1563 magazine pages in 1909.

The Garden Magazine

in its fifth year.

Showed a decided gain, having 585 magazine pages in 1909.

Can any other publications show a like record—3532 magazine pages paid advertising? Note the record opposite. *COUNTRY LIFE* leads all monthly classifications, as usual. The advertising department exercises no magic, but the magazines produce.

Doubleday, Page & Co.

133 East 16th Street
New York

Boston
447 Tremont Bldg.

Chicago
1511 Heyworth Bldg.

FEBRUARY MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY
MAGAZINES FOR FEBRUARY

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	139	31,304
Review of Reviews.....	129	29,066
Hampton's Magazine.....	126	28,336
American Magazine.....	119	26,666
Munsey's.....	107	24,080
McClure's.....	105	23,744
Scribner's.....	105	23,611
World's Work.....	98	22,092
Sunset.....	98	22,008
Cosmopolitan.....	93	20,958
Century Magazine.....	78	17,472
Success (cols.).....	103	17,381
Canadian.....	77	17,248
Harper's Monthly.....	77	17,248
Pacific Monthly.....	73	16,352
Pearson's.....	63	11,872
Argosy.....	52	11,722
Red Book.....	52	11,648
Current Literature.....	47	10,688
World To-Day.....	47	10,528
Theatre Magazine (cols.).....	55	9,551
National.....	41	9,184
Ainslee's.....	40	8,960
Human Life (cols.).....	46	8,510
Circle (cols.).....	50	8,400
All Story.....	35	7,952
Atlantic Monthly.....	28	6,384
Lippincott's.....	25	5,712
American Boy (cols.).....	27	5,491
Strand.....	22	5,040
Putnam's.....	22	4,928
Smith's.....	21	4,704
Metropolitan.....	20	4,480
Blue Book.....	20	4,480
St. Nicholas.....	17	3,864

VOLUME OF ADVERTISING IN LEADING
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Ladies' Home Journal (cols.)...	147	29,400
Woman's Home Comp'n (cols.)...	128	25,600
Good Housekeeping Magazine.....	96	21,638
Delineator (cols.).....	92	18,630
Designer (cols.).....	84	16,800
New Idea (cols.).....	83	16,760
Paris Modes (cols.).....	152	16,630
Fictorial Review (cols.).....	92	15,940
Ladies' World (cols.).....	75	15,067
Modern Priscilla (cols.).....	87	14,994
Harper's Bazar (cols.).....	68	13,684
Housekeeper (cols.).....	66	13,280
McCall's (cols.).....	98	13,230
Uncle Remus's Magazine (cols.)...	60	11,100
Canadian Home Journal (cols.)...	50	9,750
Dressmaking At Home (cols.)...	34	6,800
American Home Monthly (cols.)...	21	4,200
Every Woman's (cols.).....	24	4,184

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES CARRYING
GENERAL AND CLASS
ADVERTISING

(Exclusive of Publishers own advertising)

Country Life in America (cols.)...	199	34,344
System.....	136	30,478
Busy Man's.....	82	18,480
Suburban Life (cols.).....	104	17,890
Garden Magazine (cols.).....	114	16,029
International Studio (cols.).....	98	13,825
Book-Keeper.....	56	12,684
House Beautiful (cols.).....	79	11,113
Technical World.....	47	10,700
Outing Magazine.....	44	10,336

	Pages	Agate Lines
Field and Stream.....	42	9,408
Van Norden.....	40	8,982
House and Garden (cols.).....	55	7,800
Craftsman.....	34	7,616
Travel (cols.).....	53	7,496
Amer. Homes and Gardens (cols.)...	39	6,823
Recreation (cols.).....	38	6,192

VOLUME OF ADVERTISING IN LEADING
WEEKLIES FOR JANUARY

(Exclusive of Publishers' own advertising)

Jan. 1-7:	Cols.	Agate Lines
Life.....	134	18,716
Saturday Evening Post.....	74	12,580
Independent (pages).....	36	7,840
Churchman.....	33	5,394
Literary Digest.....	37	5,217
Collier's.....	25	4,870
Christian Herald.....	28	4,760
Outlook (pages).....	18	4,144
Youth's Companion.....	20	4,000
Leslie's.....	15	3,110
Vogue.....	20	3,082
Associated Sunday Magazine.....	16	2,960
Illustrated Sunday Magazine.....	8	1,650
Scientific American.....	6	1,240

Jan. 8-14:	Cols.	Agate Lines
Saturday Evening Post.....	82	13,940
Literary Digest.....	54	7,693
Leslie's.....	25	5,000
Collier's.....	24	4,660
Vogue.....	29	4,466
Christian Herald.....	23	3,982
Associated Sunday Magazine.....	20	3,700
Life.....	26	3,530
Independent (pages).....	15	3,438

CHICAGO, Feb. 1, 1910.

Mr. Geo. R. Wilson,
West. Adv. Mgr., FACTORY.
My Dear Mr. Wilson:

I feel just as our New York Manager did when he wrote to us on January 25th, part of his letter which was as follows:

"I am enclosing you herewith an inquiry for steel tables from 'FACTORY,' and I want to say this publication is certainly a live one, as we have received more inquiries from it this month than we ever received from any publication we advertised in, and this includes both . . . and . . . which are supposed to be the best ever."

As I have decided to give you a year's contract for space in FACTORY, I trust that the inquiries will keep coming at the rate they have been from the January issue.

Very truly yours,
DURAND STEEL LOCKER CO.

FACTORY

THE MAGAZINE OF EQUIPMENT

CHICAGO NEW YORK LONDON

	Cols.	Agate Lines		Page	Agate Lines
Outlook (pages).....	14	3,240	8. Woman's Home Comp. (cols.)	128	28,400
Churchman.....	19	3,120	9. Munsey's.....	107	24,080
Scientific American.....	12	2,400	10. McClure's.....	105	25,144
Illustrated Sunday Magazine.....	10	1,900	11. Scribner's.....	105	25,811
Youth's Companion.....	6	1,335	12. World's Work.....	98	22,082
Jan. 18-31:					
Collier's.....	119	22,674	13. Sunset.....	98	22,008
Scientific American.....	65	15,000	14. Good Housekeeping Magazine	96	21,628
Saturday Evening Post.....	74	12,580	15. Cosmopolitan.....	93	20,948
Vogue.....	61	8,178	16. Delineator (cols.).....	92	18,820
Literary Digest.....	64	7,598	17. Busy Man's.....	82	18,480
Leslie's.....	26	5,200	18. Suburban Life (cols.).....	104	17,880
Churchman.....	30	4,880	19. Century.....	78	17,472
Life.....	33	4,726	20. Success (cols.).....	103	17,381
Associated Sunday Magazine.....	23	4,347			
Christian Herald.....	23	3,910			
Independent (pages).....	17	3,808			
Outlook (pages).....	16	3,584			
Illustrated Sunday Magazine.....	10	2,040			
Youth's Companion.....	9	1,900			

ROCK ISLAND RAILWAY ESTABLISHES NEWS SERVICE.

THE HERBERT KAUFMAN AND HANDY COMPANY.

CHICAGO, Jan. 19, 1910.

Editor of PRINTERS' INK:

I would like to call to your attention the fact that the Herbert Kaufman & Handy Company has instituted for the Rock Island R. R. actual news service on the Rock Island Golden State Limited.

Upon our recommendation the Rock Island became a client of the United Press Association. By this arrangement the passengers on that train are kept more thoroughly acquainted with events passing in the world than are the readers of many newspapers.

The service comes direct from the Press Associations' wires to the wires of the Rock Island Company, and is then forwarded over their wires to the train.

The difference in time between the West and the East gives passengers opportunity of getting the very latest news of all kinds.

This service is entirely different from the stock quotations, which are also furnished through the regular market channels to the same train. This is the first time that a railroad has become a client of a bona fide national news gathering press association for the benefit of its passengers.

WINFIELD W. DUDLEY.

Jan. 22-28:

Vogue.....	167	25,718
Outlook (pages).....	87	19,488
Saturday Evening Post.....	74	12,580
Literary Digest.....	68	9,558
Leslie's.....	43	8,600
Collier's.....	40	7,600
Christian Herald.....	32	5,440
Independent (pages).....	23	5,182
Associated Sunday Magazine.....	22	4,070
Life.....	28	3,972
Churchman.....	21	3,360
Scientific American.....	11	2,200
Illustrated Sunday Magazine.....	10	1,900
Youth's Companion.....	9	1,860

Jan. 29-31:

Saturday Evening Post.....	79	13,430
Collier's.....	37	7,030
Literary Digest.....	48	6,787
Churchman.....	27	4,320
Vogue.....	28	4,312
Outlook (pages).....	17	3,808
Associated Sunday Magazine.....	18	3,330
Illustrated Sunday Magazine.....	13	2,470
Scientific American.....	5	1,180

Totals for January:

*Saturday Evening Post.....	65,110
*Collier's.....	46,734
*Vogue.....	46,354
*Literary Digest.....	36,783
Life.....	30,944
Leslie's.....	21,912
*Churchman.....	21,074
Independent (pages).....	20,230
*Scientific American.....	20,020
*Associated Sunday Magazine.....	18,407
Christian Herald.....	18,062
*Outlook (pages).....	16,772
*Illustrated Sunday Magazine.....	9,960
Youth's Companion.....	9,095

*—Five Issues.

RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Country Life in America (cols.)	199	34,344
2. Everybody's.....	139	31,304
3. System.....	136	30,478
4. Ladies' Home Journal (cols.)	147	29,400
5. Review of Reviews.....	129	29,066
6. Hampton's.....	126	28,336
7. American Magazine.....	119	26,656

IF you have any article that is useful or necessary to Actors, Actresses or performers, and you

WANT TO SELL IT

advertise in the oldest and best Theatrical Paper in America, The

NEW YORK CLIPPER

It wont cost much to

TRY IT ONCE

After that you will always use it.

FRANK QUEEN PUB. CO., Ltd.,
A. J. BORIE, Mgr. NEW YORK

7

You are considering THE
INTERNATIONAL STUDIO
as a medium for your
advertising because:

1st: According to "Printers' Ink" The International Studio is one of twenty magazines of all classes in America to be most favored by users of advertising space.

2nd: It has the largest \$5.00 a year monthly subscription list in the world. Every subscriber who pays 42 cents a month is worth to you seven times the one who pays 7 cents a month at clubbing rates for the dollar magazine.

3rd: It interests the best buyers, those who use discrimination in purchasing. Cost to them is a second consideration.

4th: It carries the announcements of twelve pianos of varying price during the year. No other magazine carries more good pianos.

5th: Almost every renewed piano contract has been enlarged, usually doubled or trebled.

6th: After an increase in twenty months from 1700 lines of advertising an issue, to 22,000 in December, we are frequently first of all magazines for the amount of the better class of furniture advertising carried.

7th: Our rate per magazine-page per thousand is reasonable considering quality, and not high from any point of view.

These are seven reasons, one for each day of this week. The reason of reasons will be apparent to you every day in the month that you look at The International Studio.

"70 times 7"

Seven times the amount of \$72.00 (the annual or three-page rate), cannot purchase elsewhere seven times the same advertising value with the owners of well-built homes—sometimes dwellers in the largest houses, always the best buyers—those who set the pace for all American buying.

The rate is \$90.00 a page. March forms close February 8th.

THE INTERNATIONAL STUDIO

Walter A. Johnson, Business Manager

John Lane Company, 114 West 32d Street, New York

PRINTERS' INK'S FOUR-YEAR RECORD OF FEBRUARY ADVERTISING.

	1910.	1909.	1908.	1907.	Four Years' Total
Everybody's	31,304	30,842	23,632	29,364	115,142
Review of Reviews.....	29,066	25,808	21,238	30,688	106,800
McClure's	23,744	26,902	19,824	28,608	99,077
Munsey's	24,080	25,536	17,024	25,452	92,092
American	26,656	21,668	15,232	21,674	85,230
World's Work	22,092	24,191	13,601	16,734	76,618
Scribner's	23,611	17,360	12,656	20,945	74,572
Pacific Monthly	16,852	17,444	17,066	19,882	70,744
Harper's Monthly	17,248	18,438	13,412	21,172	70,270
Century	17,472	17,158	12,243	21,142	68,015
Success	17,381	13,488	11,454	12,666	55,189
Hampton's	23,236	12,012	6,594	6,496	58,438
Red Book	11,648	12,544	9,856	13,112	47,160
Pearson's	11,872	8,786	9,124	11,818	41,610
Ainslee's	8,960	8,862	7,140	10,752	35,714
Theatre	9,551	9,804	6,429	8,436	34,220
Argosy	11,722	9,051	6,676	6,272	33,721
Metropolitan	4,480	8,288	8,512	8,512	29,792
Circle	8,400	8,232	6,769	6,161	29,562
American Boy	5,712	5,628	6,832	9,034	27,206
Human Life	8,510	6,508	7,121	3,016	25,155
Strand	5,040	5,376	4,312	7,256	21,984
All Story	7,952	5,236	4,032	4,592	21,812
Lippincott's	5,491	4,512	4,512	5,240	19,755
Blue Book	4,480	4,480	3,584	3,666	16,110
St. Nicholas	3,864	2,360	1,932	2,632	11,788

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

Country Life in America.....	34,344	28,280	22,722	32,993	118,339
System	30,478	30,352	23,296	32,074	116,200
Garden	16,029	12,376	11,046	12,598	52,049
Suburban Life	17,890	10,904	10,680	11,592	51,066
Outing	10,336	12,211	12,740	15,257	50,544
Technical World	10,700	10,122	9,058	9,205	39,085
Field and Stream.....	9,408	8,582	6,944	8,302	32,237
Van Norden	8,982	8,112	10,628	5,600	32,322
House and Garden.....	7,800	5,432	6,177	8,532	27,941
Recreation	6,192	4,346	4,515	9,767	24,820

WOMEN'S MAGAZINES.

Ladies' Home Journal.....	29,400	23,800	17,200	21,400	91,800
Woman's Home Companion...	25,600	25,545	12,776	16,381	80,302
Good Housekeeping Magazine..	21,638	18,813	12,432	16,744	69,627
Delineator	18,530	13,020	12,096	14,835	58,481
Designer	16,800	13,400	8,037	10,212	48,449
New Idea	16,760	13,358	8,160	9,708	47,986
Ladies' World	15,067	12,467	9,000	10,000	46,534
Housekeeper	13,684	11,390	10,200	8,800	43,674
Harper's Bazar	13,280	10,388	6,160	8,550	38,788

WEEKLIES (January).

Saturday Evening Post.....	65,110	41,222	30,119	34,835	171,286
Collier's	46,734	30,346	21,943	47,386	146,409
Vogue	46,354	32,082	24,342	38,989	141,767
Literary Digest	36,753	28,760	20,557	30,329	116,399
Outlook	16,772	30,084	25,522	32,618	104,996
Life	30,944	21,208	12,291	26,230	90,673
Associated Sunday Magazine..	20,230	21,476	17,538	25,536	84,780
Independent	18,407	12,561	11,763	12,659	55,390
Total.....	989,246	842,101	648,709	866,855	3,346,911

Do you want to reach a half million wide-awake, intelligent readers located West of the Rocky Mountains, and tell them of the merits of your proposition? If so, you can profitably use

Sunset Magazine

We can say without fear of successful contradiction that Sunset Magazine is unquestionably the leader in Pacific Coast publications, not only in point of circulation, but in literary prestige. Actual number of copies published for

January, 1910
127,500

This shows a very healthy increase over January of last year, and still the good work goes on. Sunset Magazine has no dead circulation, and is possibly the only Magazine which sees to it that every unsold or returned copy gets back into circulation.

Full information, including rates, will be gladly furnished by the following:

Home Office

313 Battery Street, San Francisco

WM. WOODHEAD, General Manager

Chicago Office

L. L. McCORMICK, Mgr.

120 Jackson Boulevard

New York Office

WM. A. WILSON, Mgr.

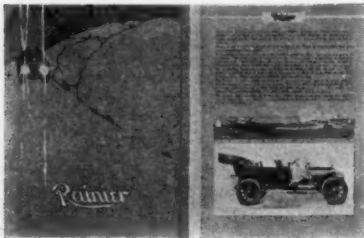
• Madison Avenue

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

While it may not have been parsimony that led R. W. Gammel Company, of Cleveland, to put out a booklet on "Fur Garments," without using color, it certainly was a mistake. The scheme is black and white from the beginning to the end. The result is a very mediocre representation in half-tone of fur garments that presumably are attractive to the eye. A judicious use of sepia or some other appropriate color would have doubled the selling power of the booklet. The type pages are plain, with no rules or border decorations. The argument and selling talk is direct and effective. The paper is enameled stock. The full-page half-tones have been treated to air-brush and wash treatment in the backgrounds. The printing was done by Corday & Gross, Cleveland.

The Rainier Motor Company has served its 1910 car extremely well in a handsome, clever booklet that at once pleases the eye and the hand. The pages are 9 by 12 inches, and each one evidences much care in design and skill in printing. Photographs, colored drawings and reading matter mingle companionably on every page. The wealth of art work is shown in good drawings of landscape scenes used as panels, border designs and half-page spreads. Of course, the Rainier car is always seen in foregrounds. There are, besides, numerous half-tones of racing scenes and different car models. Illuminated initials, treated automobilily, if there is such a word, add their mite to the *de luxe* effect. The reading matter is printed upon a buff background. The pamphlet should be seen to be appre-



ciated. It reflects credit upon the enterprise of the Rainier people. The imprint says: "Created and Produced by the Norman Pierce Company, and the Isaac H. Blanchard Company, New York-Chicago."

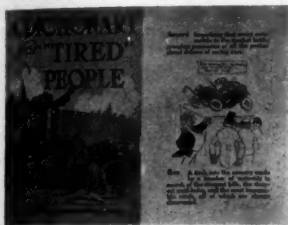
"Display Suggestions" is the kind of thing which the wide-awake merchant responds to. It is an expression put out by the Wire Goods Company, of Worcester, Mass., and is made up of full-page half-tones from photographs



of wire goods displays that have been made by merchants. The ingenuity shown in arrangement of goods is suggestive and practicable. Not only do the pictures show displays in windows, but also in odd corners of the store, around posts, upon tables, etc. The booklet is an intelligent and, we should say, effective effort to promote sales by inducing attractive displays of wire goods. The Griffith-Stillings Press, Boston, are the printers.

The design and make-up of a little booklet put out by the International Accountants' Society, Inc., of Detroit, sets it apart from the ruck of ordinary testimonial leaflets. It is called "Graduates and Their Appreciations." The letters are just plain boosts for the society's instruction service. The booklet is worthy of remark. The setting is bound in a brown, rough paper cover, with not even a title thereon. A brief "Foreword" tells the purpose of the affair. Following are portraits of former students, on the left-hand page, and their letter, set into type, opposite. The vignettted half-tones are printed

upon two by three cream color paper, which is attached in a seemingly negligible manner to the pages. The stock used is rough light-brown, of wrapping paper appearance. The whole thing is bound together by a bit of coarse twine. Considering the subject of the booklet, the designer showed courage in using this form. It certainly hits the mark of originality. The Houghton-Jacobson Printing Company, of Detroit, are the printers.



If you can't talk about your goods seriously to all people, resort to humor. That's the doctrine that evidently inspired the Goodyear Tire & Rubber Company, of Akron, Ohio, to get out "A Dictionary for 'Tired' People," which is subtitled: "A vocabulary of facetious interpretations of the familiar names, parts, and idiosyncrasies of the Automobile Industry." The inside cover hits the jocular keynote with a cartoon of "mother" asking "father" why "he don't get an auto?" Father's idea is pictured above in the shape of a set of scales, with the auto on one side raising the deuce with the income on the other. To illustrate how Goodyear gets in selling talk, take the definition of "blow-out," as follows: "A social distraction on the edge of a muddy road while repairs are being made to a car . . . something almost unknown to users of Goodyear tires." And so on through the automobile alphabet, with funny definitions and caricatures. The last few pages have some straight talk. The booklet is neatly done on light yellow paper; the words defined are printed in red, as are the cartoons. Rogers & Co., Chicago, and New York, printed the effort.

For the advertising mortality the competitive advertising agency system is in part responsible. They are expected to "handle the campaign" frequently enough on a ten per cent commission, conceded, not by the advertisers, but by the publishers, which ten per cent is also, frequently enough, rebated back in part to the advertiser." Service, under such conditions, can only be given on very large accounts.—Robert Ruston.

The Standard Mail-Order Company, New York, is sending out increased orders to a large list of women's magazines. Several new mediums are being added to the list. Coupe & Wilcox, New York, are handling the account.

New York Herald Syndicate

DAILY PHOTOGRAPH
and DAILY MATRIX
SERVICES furnished

THE FIRST PARIS
FLOOD PICTURES
TO REACH AMERICA

Always "in the swim"
when it comes to really
BIG events.

Full-page Sunday feature
matrices.

Daily features: News Mat-
rices, Comic Matrices,
Women's Features and
Photographs.

For particulars of any serv-
ice apply to

New York Herald Syndicate
Herald Square, New York City

Canadian Branch:
Desbarats Building, Montreal,
Canada.

KIND EDITOR:—

I have been severely criticised for making
my DADDY'S GOOD NIGHT STORIES
so cheap.

Now, it is this way: I can hire a suite of
beautiful offices in New York, put some
Persian rugs on the floor, employ a fleet of
stenographers, write my letters on embossed
stationery and put four or five men on the
road, all of which YOU will have to pay for.

BUT

I prefer to do my own work in my own way
and charge a small price for my work. When
you consider that I have added sixteen
papers to my list since Thanksgiving you
may know that my stories have merit. My
charges are \$1.00 per week in cash in towns
of less than 100,000 or \$2.00 per week payable
in advertising. \$3.00 per week for newspapers
in Cities of over 100,000. Send for sample
TO-DAY. Yours faithfully,

Farmer Smith, Cedar Grove, N. J.

The Record Washington, Pa.

WASHINGTON'S POPULAR PAPER

Serves a large and wealthy agri-
cultural and mining population.

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 17 E. 26th Street, New York

By GEORGE ETHRIDGE

If there was a law making the reading of all advertisements compulsory, and if everybody was required to provide a magnifying or enlarging glass for that purpose, then such advertisements as No. 1, shown below, might have some justification, and even some value.

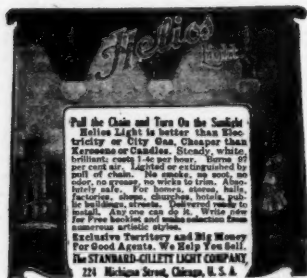
Without such a law it is difficult to understand how the advertiser expects people to understand what kind of a light the Helios is or to trouble about unraveling the hazy intricacies of the illustration.

Putting the picture under a strong lens we have discovered a

is the intention. The display line "One Dollar Down" immediately causes the reader to seek further information, which the text supplies in an explicit and definite manner, unusual in such offers. Taking it altogether, this advertisement ought to produce satisfactory results, when placed in the right mediums.

* * *

Of late years, the vacuum cleaner, in manifold styles and sizes, has become an important factor in modern housekeeping. Its invention has been a boon to the broom-worried housewife.



No. 1.

little girl, an oil stove, and three arc lights, which latter we assume are the subject of the advertisement.

If this is the case, illustration No. 2 would show up the lamp or light to much better advantage, and give readers some idea of its utility.

* * *

The advertisement of Burrowes Billiard and Pool Tables strikes us as being an example of very good advertising for the space it occupies. The illustration, while very simple, has attractiveness and interest for young men, which



No. 2.

Many instances of attractive vacuum cleaner advertising might be cited, for the major portion of it has been exceedingly bright and convincing.

"How do you use it?" "What does it look like?" are questions asked by the uninitiated.

The advertisement reproduced of the Portable Vacuum Cleaner has two faults, because it does not successfully answer either of these two questions. How much better would have been the use of a clean-cut line drawing when a half-tone in such cramped environments is almost certain to

clog up and defeat the very purpose for which it was intended.

Owing to the fact that the French and American aeronauts are having hairbreadth escapes almost daily, it is doubtful whether the invitation extended by the Swiss Federal Railroad Company



BURROWES BILLIARD AND POOL TABLES

\$1.00 DOWN

Put into your home any Table worth from \$6 to \$15. \$1 a month pays balance. Higher priced Tables on correspondingly easy terms. We supply all cues, balls, etc., free.

Become an Expert at Home

The "BURROWES HOME BILLIARD AND POOL TABLE" is a scientifically built Combination Table, adapted for the most expert play. It may be set on your dining-room or library table, or mounted on legs or stand. When not in use it may be set aside out of the way.

NO RED TAPE.—On receipt of first installment we will ship Table. Pay on it one week. If unsatisfactory return it, and we will refund money. Write to-day for catalogue.

The E.T. BURROWES Co., 84 Spring St., Portland, Me.

will be accepted by a sufficient number of the reading public to justify the expenditure incurred. To the man who is anxious "to put behind the racking grind of

PORTABLE VACUUM CLEANER

"BEST BY EVERY TEST"

The THURMAN PORTABLE, ELECTRIC Cleans everything in the home.

YOU NEED IT NOW.

It is made by the pioneer manufacturers of all kinds of vacuum cleaning machines, including Portable Vacuums, Stationary Plants, and Hand Squeegee Machines.

We are the oldest and largest Company of our kind in the world.

Write for particulars

GENERAL COMPRESSED AIR & VACUUM MACH'Y CO.
Dept. 116, 819 No. Taylor Ave., St. Louis, U. S. A.

city strain," and whose nerves are tense and wobbly, an aeroplane does not offer the desired security in transportation.

Until air travel has been demonstrated as safer and less expensive than at present, his preference would more probably be in favor of the luxurious Lusitania and the observation car.



Put behind you the racking grind of city strain! Escape outside the hurry and worry of business cares! Enjoy the most-inspiring grandeur and the ideal out-door life of **THE PLAYGROUND OF THE WORLD** The only All-the-year Round Country that affords such unique vacation opportunities each season of the year.

YOU CAN GO NOW

and indulge in the beautiful where sports and pastimes, or when the beautiful valleys are showing their radiant and flower-garlanded and the temperature is again after with the warm spring sun and pleasant breezes.

YOU CAN SELECT THE SUMMER TIME

for your vacation, and enjoy the most and most of attractions of this season—the delights of swimming, and the famous mountain passes, climbing, the mountains to sail on by boat, and fishing for trout and rainbow trout that make any of the highlands.

BUT WHENEVER YOU GO

one thing is sure—you'll return as flushed and healthy, with a new zest for business and an insatiable respect for the enjoyment of "all the heights of life" that you ever dreamt of before.

Whether for immediate travel, for Spring or Summer,

MAKE YOUR PLANS NOW!

We have arranged a special selection of handsome literature for the readers of The Travel Magazine, which can be obtained free on personal application, or will be mailed on receipt of one month's term postage.

Ask specially for "THE TRAVELER'S SET"—it contains a superb album of scenic views from scenic photographic, world maps and guide books, and a copy of "The Guide to the Standard."

SWISS FEDERAL RAILROAD, 241 Fifth Avenue, New York City

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

To reach the CATHOLIC GERMANS of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

Herold des Glaubens
Circulation nearly 40,000 copies per issue
Established 1850
Main Office: TEMPLE BLDG., St. Louis, Mo.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order for one time insertion accepted for less than one dollar.

ADVERTISING AGENCIES

W. F. Schilling, Albany, N.Y.

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 26 Broad St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.



A Spanish-English monthly issued in the interests of business men and others of general interest. \$1.00 a year. **L. MACLEAN BEERS,** Publisher. P. O. Box 1078, Havana, Cuba. Sample copy on request.

ADVERTISING MEDIA

THE Ladies' Home Journal reaches 1,300,000 homes that believe in it and its advertisements

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD WRITERS

Advertising Copy **W. F. SCHILLING**
Albany, N. Y.

Ads and Letters that tell your story
Wm. D. Kempton, 100 W. 76th St., New York.

POWERFUL MAGNETS that win trade. Newspaper and magazine ads, booklets, follow-up matter. **F. KNAPTON THOMPSON ADVERTISING SERVICE, 215 Herkimer St., Brooklyn, N.Y.**

— Want a Booklet? —

One man is so well satisfied with my work that he has just given me an order to prepare the third edition of his booklet. My letters, folders and booklets get business. **L. G. DEARMAND, Advertising Counsel,** Davenport, Iowa.

BUSINESS OPPORTUNITIES

ADVERTISING agency representative with sufficient closed business to make him self-supporting, may obtain interest in fully recognized, prosperous agency, provided he has the executive ability to share in the management of the business; financial condition good, hence, char. and vol. of business are of more importance than size of investm't. "F.O.D.," Printers' Ink.

IN the building of any sort of advertising matter I steadfastly aim at 3 things: VIZ., to attract the EYE, catch the mind with its general "make up," and hold that mind with a clear, comprehensive, "un-dull" handling of its subject. I make catalogues, price lists, booklets, circulars, folders, mailing cards, and slips, etc., for particular people; but never find anyone more particular about the make-up of such things than "I. B." **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1604 SPRING.**

FOR SALE

NEW RAILROAD BICYCLE built for carrying papers. Cost \$60. Will sacrifice. **GAZETTE**, Phoenix, Arizona.

FOR SALE—WALTER SCOTT SEXTUPLE NEWSPAPER PRESS as rebuilt by Hoe & Co., with complete Koehler electrical press room equipment. A large, fine press in perfect condition, capable of printing 40,000 an hour. A bargain for publishers changing their machinery or new proprietors just starting a paper. Address **CLAUDE MEEKER**, Capitol Trust Building, Columbus, Ohio.

HELP WANTED

WE have Crew Managers all over west of Rocky Mountains; also in Minneapolis and Chicago; we want twenty more representatives; special edit' on work, commission, bond required. "**BENEDICTINE PRESS**," Portland, Oregon.

LEADING New York house wants well-educated man who can write good, terse English, and is expert on the typewriter, for ad-writing and general editorial work. Good, permanent position. "**P. T.**," care of Printers' Ink.

WANTED—Young man, about 19, as office assistant. Must be grammar school graduate and Protestant. Knowledge of advertising and mail-order systems desirable. Fair pay and advancement. "**MANUFACTURER**," 240 East 136th Street, Bronx.

WANTED—Experience! local advertising solicitor for only morning paper in large Middle West city. Must be able to write some copy, be a hard, persistent worker. No other's need apply. State age, experience, where and how long employed; salary wanted. Address, "**NEWSPAPER ADVERTISING MANAGER**," care of Printers' Ink.

WE PLACED in December '09 our clients in positions as follows: Business managers at \$100, \$40 and \$25 per week; secretary, \$65; advertising, \$35 and \$20; circulation, \$35 and \$30; bookkeeper, \$15; editorial, \$75, \$55, \$40, \$35, and three at \$25; reporters, \$35, \$20, three at \$18, two at \$15; engravers, \$15 and \$12; printers, \$22, \$18, \$15 and \$12.

WE NEED more candidates and better candidates, available at market rates, for positions now open and for new opportunities constantly being received.

WE OFFER beginning January 1st free registration. Established 1898. No branch offices. **PERNOLD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

PATENTS

PATENTS THAT PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

STENOGRAPHER and correspondent wants to learn advertising; good worker; fairly intelligent. Any opening? "**ADWID**," care Printers' Ink.

ADVERTISING MANAGER—One who can sell space. Has had experience as circulation builder. Can give good accounting for time past. Address, "**C. C.**," care of Printers' Ink.

SUCCESSFUL young business man desires to change to advertising field. Ad Writer's Association of America graduate. Student of I. C. S. course on advertising and conservative modern advertising methods in general. Address "**4**," care of Printers' Ink.

WRITER OF COPY THAT WINS

(General and Technical), five years' experience in copy, booklet, catalog writing, also house-organ work, including illustrations and printing. Desires permanent position with Agency, Publisher or Manufacturer. "**COPYRIGHT**," care Printers' Ink.

Experienced

ADVERTISING MANAGER seeks change; qualified to direct sales force, plan campaign, prepare copy, establish advertising department, conduct correspondence and purchases; practical printer; newspaper and agency experience. Address "**A. A.**," care Printers' Ink.

To Manage Your Advertising

You want a man thoroughly familiar with all branches; magazines, trade papers, house organ and mailing campaigns, preparation of booklets, follow-up literature, etc.—a man who knows printing and engraving.

To secure such a man or specimens of the work he is now doing, address **BOX H**, care Printers' Ink.

College Graduate with Experience

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 25th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 88, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE AND BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

MODERN LANGUAGES
Translations, compositions & plates
Target and Book Equipment Office in New England
THE HEINTZEMANN PRESS
185 FRANKLIN STREET BOSTON MASS

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1908, 19,570. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 19,170
The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. '08, 6,551,
Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

23— This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for Dec., 1909, sworn, 13,187.
You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,738; average for 1909, 7,739.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,739.

New Haven, Evening Register, daily. Annual sworn average for 1908, 10,884; Sunday, 12,887. 1909, 17,100 copies daily (sworn).

New Haven, Union. Average 1909, 16,888; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 8,104; average for 1907, 8,847; for 1908, 8,739.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 8,681; Sunday, 7,031.

Waterbury, Herald, average circulation for one year from October 1, 1908 to October 1, 1909, 12,387. Largest circulation in the State.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,763 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average 12 mos. ending Dec., 1909, daily and Sunday, 17,403. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

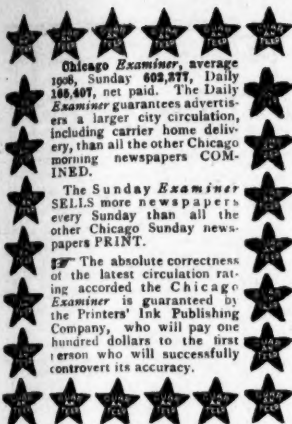
ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Breeder's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,997; for 1909, 4,325.



Chicago Examiner, average 1908, Sunday 602,377, Daily 189,407, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The **Sunday Examiner** SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the **Chicago Examiner** is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,331. It is undisputed that the **Chicago Record-Herald** has the largest net paid circulation of any cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the **Record-Herald** is guaranteed by the **Printers' Ink Publishing Company** who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1908, 20,911.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,123.

INDIANA

Evansville, Journal-News. Average, 15,183. Sundays over 13,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average, 26,113.

Princeton, Clarion-News, daily and weekly. Daily average, 1,577; weekly, 2,641.

South Bend, Tribune. Sworn average Dec. 1909, 10,943. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Jan., 1910, 17,206. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, 12,684; Sunday, 14,781.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,070; 1908, 4,835. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av., 1908, 7,194. Sunday, 2,355. Week day, 7,006. Com. rates with *Gazette*.

Lexington, Leader. Average for 1909, evening, 6,466. Sunday 6,899. E. Katz

Louisville, The Times, evening daily, average for 1908 net paid 43,960.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, 1,296,433.

Augusta, Kennebec Journal, daily average 1908, 8,326. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, Maine Woods and Maine Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, Evening Express. Average for 1909, daily 15,219. Sunday *Telegram*, 10,806.

MARYLAND

Baltimore, American. Daily average for 1909, 76,976; Sunday, 98,438. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 83,418. For Jan., 1910, 86,306.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the **Printers' Ink Publishing Company** who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©C). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation 1908 and 1909.

Daily (2 cents a copy)
1908, 176,297; 1909, 180,278; Gain, 3,981

Sunday
1908, 319,790; 1909, 323,069; Gain, 3,279

Advertising Totals
1909, 7,335,279 lines; 1908, 6,989,700 lines

Gain, 1909, 465,579 lines.
The following figures of the four Boston newspapers having Daily and Sunday editions for the 12 months, ending December 31, 1909, tell their story: **Boston Globe**, 7,335,279 lines; 2d Paper, 4,830,920 lines; 3d Paper, 4,103,120 lines; 4th Paper, 3,666,825 lines.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



BOSTON TRAVELER

Established 1825.

Average circulation for July, 1909, 99,582; August, 99,970; September, 102,389.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,683.

Lawrence, Telegram, evening, 1908 av. 2,949. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,622; 1908, 16,896; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST December

AVERAGES, DEC., 1909

The Sunday Post
258,663

Gain of 20,727 Copies
Per Sunday over Dec., 1908

The Daily Post
289,006

Gain of 35,830 Copies
Per Day over Dec., 1908

Salom, Evening News. Actual daily average for 1909, 18,874.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 18,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (☉). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ *Jackson, Patriot, Ave. Dec., 1909, daily 10,796, Sunday 11,814.* Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1909, 14,376. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1909, 21,528; Jan., 1910, 21,662.

MINNESOTA

Duluth, Evening Herald. Daily average 23,088. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,260.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 28,587.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1909, 84,486.

CIRCULATION

★ *Minneapolis, Tribune, W. J. Murphy, publisher.* Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121.

★ *Minneapolis, Journal, Daily and Sunday* (☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Dec., 1909, evening only, 76,397. Average Sunday circulation for Dec., 1909, 80,892. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,096. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1909, 14,111. E. Katz, Special Agent, N. Y.

St. Joseph, New Press. Circulation, 1909, 38,812. Smith & Budd Company, Eastern Reps.

St. Louis, National Druggist (☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,064. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. 143,208 for year ending Dec. 31, 1909

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1909, 143,604.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,142.

Jersey City, Jersey Journal. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Yearly average, 1906, 18,337; 1907, 20,370; 1908, 21,326.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 18,980. It's the leading paper.

★ *Brooklyn, N. Y. Printers' Ink* says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 62,900.

Buffalo, Courier, morn. Average, Sunday, 81,447, daily, 81,604; *Enquirer, evening,* 34,576.

Buffalo, Evening News. Daily average for 1907, 94,843; 1908, 94,632; 1909, 94,307.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, 6,636.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

★ *Newburgh, Daily News, evening.* Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1865. Weekly average, year ending Dec. 25, 1909, **10,684**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,466**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **25,903** (©).

Lealie's Weekly, 225 Fifth Avenue, Lealie-Judge Co. **235,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,841**; August, 1909 issue, **20,000**.

The World. Actual average, 1909, Morning, **340,503**. Evening, **399,569**. Sunday, **460,385**.

Poughkeepsie, Star, evening. Daily average for year ending Dec. 31, 1909, **5,013**.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1909, **17,470**.

Schenectady, Star. Av. **11,365** last half 1909 Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. 1909, daily **32,453**; Sunday, **40,922**.

Troy, Record. Average circulation 1909, **21,330**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, **2,583**.

Utica, Press, daily. Otto A. Meyer, publishes. Average for year ending Dec. 31, 1909, **18,117**.

OHIO

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. **400,000**.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1908, **78,261**, Dec., 1909, **78,682** daily; Sunday, **107,175**.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, Journal. Actual average, **21,217**.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult' paper. '09, **439,487**.

Youngstown, Vindicator. D'y av., '08, **15,000**; Sy., **10,400**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1907, **6,659**; for 1908, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1909 aver., **31,479**; Dec., '09, **30,478**. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, **29,270**. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

Portland, The Oregonian, (©) December average circulation. Sundays, **25,440**; Daily, **42,521**. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, **7,785**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Eric, Times, daily. Aver. for 1908, **13,487**; 1909, **19,407**. A larger guaranteed pd. cir. than all other Eric papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average Dec., 1909, **16,618**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for 12 mos., 1909, **12,487**. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for
YEAR, 1909;

249,811

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, **6,826**.

Philadelphia, Confectioners' Journal, mo. Average 1908, **8,517**; 1909, **8,522** (©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia. The *Press* (C) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Dec., 1909, 86,791; the Sunday *Press*, 160,743.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 19,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1909, 20,018.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,053—sworn.



Providence. *Daily Journal*. Average for 1909, 21,858 (C). Sunday, 23,128 (C). *Evening Bulletin*, 45,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 1909, 5,311.



Columbia. *State*. Actual average for first six months, 1909, daily (C) 14,430, Sunday (C) 14,951.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 43,980; Sunday, 70,015. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1908, 21,458; for 1907, 26,208; for 1906, 26,554.

TEXAS

El Paso. *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1909, 5,231. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 9,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1909, 3,756; Jan., 1910, 3,786. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *The Seattle Times* (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 54,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,766,094 lines.

Tacoma. *Ledger*. Average 1908, daily, 12,722. Sunday, 25,729.

Tacoma. *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville. *Gazette*. Daily average, Dec., 1909, daily, 8,314; semi-weekly, 1,814.

Madison. *State Journal*, daily. Actual average for 1909, 4,975.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 37,122 (C). The great Home Paper of Wisconsin.

Milwaukee. *The Journal*, ev., Ind. daily. Daily average for 12 mos., 69,516; for Dec., 1909, 69,125; daily gain over Dec., 1908, 4,361. Nearly 60% of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Journal*, daily. Av. for 12 months ending Jan. 1, 1910, 4,708; Dec., 4,908.



THE WISCONSIN AGRICULTURIST

Racine, Wis. Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,684. Larger circulation in Wisconsin than any other paper. Adv. 23.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,639.

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average Dec. '08, 16,777; Dec., '09, 19,190; daily average for '08, 15,922; for '09, 18,430. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1908, daily, 37,096; daily Dec., 1909, 41,176; weekly 1908, 27,426; Dec., 1909, 26,161.

Winnipeg. *Der Nordwesten*. Canada's National German weekly. Av. 1909, 18,162. Rates 50c. in.

Winnipeg. *Telegram*, dy. av. year, '09, 26,776, (Saturday av. 39,000). Farmers' Weekly, same period, 28,463.

QUEBEC, CAN.

Montreal. *La Presse*. Actual average, 1908, daily 98,239, weekly 46,936.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Champaign News* is the leading Want ad. medium of Central Eastern Illinois.

THE *Chicago Examiner* with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.
Only Sunday Paper in Indianapolis.

The Indianapolis Star

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE *Boston Globe*, daily and Sunday, for the year 1906, printed a total of 460,465 paid Want Ads; a gain of 42,567 over 1905 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1906, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.



THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Dec., 1906, amounted to 137,270 lines; the number of individual ads published were 18,408. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1906, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE *Jersey City Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,473. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE *Aberdeen Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1908, 15,866.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1907, 7,784; weekly, 17,545 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

Vogue (OO) carried more advertising in 1908, 1909, 1907, than any other magazine of gen. cu.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions November, 1909, sworn net average, Daily, 87,087; Sunday, 162,263.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and the Evening Mail. Circulation 15,568, flat rate.

The Globe, Toronto (OO), is backed by \$1 years of square dealing.

Business Going Out

The C. S. Dent Company, of Detroit, Mich., is sending orders direct to Southern and Pacific Coast papers for two and one-half inches, fifty-two times.

The Chicago, Milwaukee & St. Paul Railway is sending out 3,000-line contracts to Pacific Coast papers.

The Cooper Medicine Company, Dayton, O., through Harry Webb, is using 5,000 lines in the South.

Coupe & Wilcox, New York, is handling a campaign directed at the trade and the consumer for the Montauk Paint Company, of Brooklyn.

The Emergency Laboratories, New York, through the National Advertisers' Agency, is sending out 5,000-line contracts.

The Michigan Buggy Company, through Lord & Thomas, of Chicago, is sending out orders for 186 inches.

The Supplee Hardware Company, of Philadelphia, one of the country's leading jobbers, is sending out good size magazine copy through the Herbert M. Morris Agency, of Philadelphia.

The MacManus-Kelley Company, Toledo, O., is making contracts with newspapers for 2,800 lines for the Ford Motor Company, of Detroit.

Dr. T. Frank Lynott, through Roberts & McAvinche, of Chicago, is sending out orders for 7,000 lines and 3,000 lines to Southern and Pacific Coast papers, respectively.

The Pepsin Syrup Company, Monticello, Ill., is using 5,000 lines in the South.

Walter Houghton, Newark, N. J., is making 10,000-line contracts for the Van Norden Corset Company.

Small copy for the Frunot Company, Philadelphia, advertising fresh shelled nuts in packages, is being sent to magazines by the E. Everett Smith Advertising Agency, Mutual Life Bldg., Philadelphia.

The advertising of the American-Thermo Ware Company, New York, importers of binoculars and a large line of optical specialties, will in future be handled by Coupe & Wilcox. The advertising will be concentrated chiefly in magazines and class publications.

The Richard A. Foley Adv. Agency, Philadelphia, has started a New York office, in charge of H. C. Brandau, at 312 Temple Court. All copy, etc., is handled from the home office.

The Western Electropode Company, Los Angeles, through the Read Agency, of the same city, is sending out orders for 5,000 lines to Western and South-western papers.

The Iron City Sanitary Mfg. Company, of Pittsburg, Pa., has placed its advertising in charge of G. P. Blackiston, of the same city. While nothing definite has been decided upon, the campaign will probably embrace a large and comprehensive line of publicity directed to jobbers, plumbers, consumers, etc., through appropriate mediums.

BOSTON ITEMS.

Contracts are going out to a list of women's publications and general magazines for the advertising of the United Fast Color Eyelet Company. This business is placed by the P. F. O'Keefe Agency, Carney Bldg., Boston.

E. D. Kollock is handling an appropriation for Eimer & Amend, New York, for college and school publications.

The Twowillow Farm, Beverly, Mass., is sending copy direct to a list of special publications.

Contracts are going to agricultural papers for the advertising of the Bowker Fertilizer Company. Large copy is used each issue. The account is placed by the F. P. Shumway Agency.

J. A. & W. Bird Company is considering plans for advertising for the coming season on Rex Flint-kote Roofing and Zolium. The appropriation will probably be spent in agricultural papers and a few general magazines. No announcement has been made as yet regarding the agency to handle this account for the coming season.

The C. Brewer Smith Agency is handling a large appropriation for the Riker-Jaynes Company in New York daily papers. Later in the season a campaign will be conducted in leading New England cities.

Advertising plans are being contemplated by the Foster Rubber Company in general publications. The account will be handled by Mr. Snowden, of the Federal Advertising Company.

The C. I. Hood Company, Lowell, is placing contracts direct with newspapers nationally.

The Boston office of the Wyckoff Advertising Company is using small space in a list of general publications for the

advertising of the National Spawn & Mushroom Company.

Contracts have gone to a list of magazines covering four months' advertising for the Dwinell-Wright Company, producers of the Whitehouse Coffee. The business is handled by A. T. Bond, 16 Central street.

The Wheeler & Wilson Company, dealer in tents, awnings, etc., is planning a campaign in the general magazines to advertise a new hammock. The business will be handled by the Lovett-Chandler Agency.

The Royal Razor Company, at 164 Federal street, is sending out orders direct to the classified departments of general mediums for safety razor blades to sharpen.

The advertising of Drake Brothers, who are the leading cake bakers of New England, has been so successful that all 1909 contracts have been extended. The account is handled by the Shumway Agency.

The Hamilton Manufacturing Company has renewed its contract for 1910 with the Shumway Company, but we understand Mr. Shumway has not fully decided what class of publications will be used for them.

Very strong 100-line copy is going out from the Franklin P. Shumway Company for the Pacific Mills, to be used, we are told, in the March fashion magazines.

The Preston B. Keith Shoe Company is arranging with the Shumway Company to freely advertise Keith Konqueror Shoes in Western dailies, commencing about Easter time.

Mr. Jordan, of the Shumway Agency, is placing a nice order from the Randall-Faichney Company in automobile and daily papers advertising its automobile specialties.

ST. LOUIS-KANSAS CITY NOTES.

The Senoret Chemical Company, St. Louis, has started an experimental campaign in a list of dailies published in the Central West. Orders and copy for 100 lines display are going out from H. W. Kastor & Sons' St. Louis office to run two times a week. Contracts are being taken out for 10,000 lines.

The Simplex School of Music, Kansas City, is using a list of high-grade women's publications, advertising a system of teaching music by correspondence. Forty-line display copy is being used. The Horn-Baker Advertising Company, same city, is placing the business.

The Republic Colonization Bureau, Kansas City, Mo., advertising farm lands, is conducting a campaign in a large list of daily newspapers throughout the country. Small display space is being used in the Sunday editions.

Orders are going out through H. W. Kastor & Sons' Kansas City office.

Samuel & Besack Advertising Agency, St. Joseph, Mo., is conducting a mail-order campaign for selling harness and saddlery direct to the farmer. Copy measuring fifty-six lines display is being used in agricultural papers published in the Central and Southwest.

H. W. Kastor & Sons, Chicago and St. Louis, are sending out orders to metropolitan dailies for the Cross Co-operative Association, Chicago. Six-hundred-line copy is being used in Sunday editions, advertising land.

Stark Brothers' Nurseries and Orchards Company, Louisiana, Mo., is sending out orders to agricultural publications through the Long-Critchfield Corporation, Chicago. One hundred and twelve-line display copy is being used.

H. W. Menges, St. Louis, is sending out orders to monthly and weekly magazines through the St. Louis office of the Chas. H. Fuller Company. One-inch copy advertising Anti-Nicotine Pipes is being used.

The Fels Distilling Company, Kansas City, is sending out renewal orders to dailies and weeklies of dailies advertising mail-order whiskey. Orders for 150-line display to run till forbid are going out through the Kansas City office of H. W. Kastor & Sons.

The Steinmesch Feed & Poultry Supply Company, St. Louis, is using a list of agricultural papers to advertise its products. Orders are going out through the St. Louis office of the Chas. H. Fuller Company.

The R. E. Funsten Dried Fruit & Nut Company, St. Louis, will use a list of high-grade women's publications for April. Nelson Chesman & Co., St. Louis, are sending out orders for twenty-eight line display copy.

Richard Kirkman, for some time with the advertising soliciting force of the Philadelphia Record, has joined the staff of the Evening Telegraph, of that city.

On February 1st the Boston Herald started up a new evening edition published from the Herald Building.

H. M. Dodge, formerly New England representative of the *Outing Magazine*, is now connected with the advertising department of the Boston Journal.

David C. Davis, formerly connected with the Boston office of the Butterick Publishing Company, has established a special representative agency in Boston and is now representing the following publications: *Lippincott's Magazine*, Philadelphia; *Hunter, Trader and Trapper*, Columbus, O.; *Camp and Trail*, Columbus, O.; *The Woman Beautiful*, Chicago; *The Columbian*, New York; *Architects and Builders Magazine*, New York.

It had to come!

PRINTERS' INK'S rates for advertising will be increased March 1st next from \$40 to \$50 a page. The growth in circulation, in volume of advertising and interest in the paper itself make this move imperative.

When a publication increases its rates, the raise should apply to everyone alike. As we have been accepting contracts at the \$40 rate to run for a full year, we are bound to give you an equal opportunity. So we say:

Send us NOW a contract specifying definite space and we will accept your business at the \$40 rate up to February 1, 1911. To hold this rate first insertion must be before April 1, 1910. Anyone who fails to enter a contract before March 1, 1910, will be required to pay the new schedule.

We want to give you every advantage that anyone can obtain. Consequently we urge you to determine just how much space you can use in PRINTERS' INK this coming year, and then enter your order at once before the increased rate goes into effect.

Space in PRINTERS' INK is a much better investment than ever before in its history. At the \$40 rate, it is a wonderful buy.

PRINTERS' INK PUBLISHING CO.
12 WEST 31st STREET -:- NEW YORK CITY



Four-Square Advertising

2.—The Duty of the Manufacturer to the General Public.

Following the first law of nature, the manufacturer feels that his first duty is to himself; and this duty logically takes the form of the achievement of the largest possible degree of success in his business. In order to make success on a large scale possible, he must broaden his market to the maximum limit—which means that he must, in time, become a national advertiser.

This involves, at the start, certain responsibilities to the public which should be met in a straightforward, *Four-Square* way. Chief among them are the making certain that he enter no market to which his goods are not adapted or in which they will not adequately measure up to public requirements, and the making certain that they are on sale in the territory in which he asks the people to go to the stores and ask for them. These are solemn duties, too often overlooked by those who seek to make money too fast, or who are ill-advised.

Another important duty of such a manufacturer—an obligation he owes to himself as well as to the public at large—is that he *advertise* in mediums which are *Four-Square*. By this is meant those mediums which not only reach a large body of desirable customers, but which admit no advertising to their columns whose company will have an injurious effect upon the announcements of the honorable manufacturer, and which adequately safeguard their readers against loss by fraudulent advertisements which might creep into them in spite of their most diligent precautions.

Such a *Four-Square* medium brings profitable results because its readers have learned that they are safe in buying anything advertised in its columns.

SUCCESS MAGAZINE is a *Four-Square* medium.

Frank E. Morrison, Advertising Manager

Success Magazine Building, New York

HARRY T. EVANS - - Western Advertising Manager

Home Insurance Building, Chicago

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